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Merger finale for D'Arcy, B&B

Will create a $2.4 billion giant

By STEWART ALTER

STAMFORD, CONN.—Capping a long merger search, D'Arcy MacManus Masius' 26-member board from around the world met here last Friday and voted to effect the largest agency merger in history—the marriage of D'Arcy and Benton & Bowles, New York.

The unanimous action is subject to the approval of stockholders of both agencies within 90 days.

If all goes well, the two giant agency networks will combine to produce a $2.4 billion global communications company. It will be called D'Arcy Masius Benton & Bowles.

The deal was put on the table for the D'Arcy executives in the Ethan Allen room of the Hotel Stamford Plaza and was followed appropriately 'vy lunch in a room named for financier J.P. Morgan. Interestingly, the sign on the meeting room still had the ampersand between the names MacManus and Masius that the agency discarded a year ago to symbolize it no longer was an agency built on mergers.

As canned music was being piped through the five-story hostelry with an inviting atrium, D'Arcy execs brushed aside reporters who had posted themselves outside the rooms to get word of the historic event. To make sure their words were not overheard, D'Arcy had hotel security people stationed outside the room. The directors avoided questions by slipping through a side door to where lunch was being served.

B&B executives were said by sources to have agreed earlier in the week to the merger.

The deal is the industry's second major merger within a few weeks, following the announcement that Bozell & Jacobs and Kenyon & Eckhardt plan to combine in January (AA, June 17).

Rivaling the B&B/DMM combination in terms of size are only two other acquisitions in recent years: Interpublic Group of Cos.' two-stage, $60.5 million acquisition of SSC&B:Lintas Worldwide, completed in 1982 when it was a $1.2 billion network, and Saatchi & Saatchi's $56.8 million purchase of Compton Communications in 1982, when it had billings of $1 billion.

The merger will end what many have seen as an unusually lengthy DMM search for a partner. DMM chairman-ceo Hal Bay is said to have explored as many as a dozen opportunities. The agency first looked into a sale to such agencies as Doyle Dane Bernbach and Interpublic a few years ago, then decided to keep the agency independent. Mr. Bay, who became ceo in January, 1982, reportedly was in favor of independence, but

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Prince makes racquet over new lines

Prince Mfg. marks its first unified tv and print campaign—"Let the games begin." The new campaign, to air during Wimbledon and the U.S. Open, follows introduction of Prince midsize and supersize racquets, men's tenniswear and men's and women's tennis shoes. Waring & LaRosa, New York, handles.

'Confident' United takes direct route

By SCOTT HUME

United Airlines is expected not only to regain its status as the nation's largest commercial air carrier but also to lay claim to status as one of the most adept direct marketers.

Emerging last week from the 29-day strike by its pilots, United announced a series of short-term promotional inducements to lure back lost business. Concurrently, its parent, Elk Grove Village, Ill.-based UAL Inc., announced an agreement to purchase car-rental leader Hertz Corp. from RCA Corp., New York, for $587.5 million.

The airline emerged from the strike confidently, but an exclusive ADVERTISING AGE survey suggests it shouldn't be cocky. The airline may face a tougher time regaining its customer base than its management may believe *(see related story)*.

United execs said the Hertz acquisition had been in the works for several weeks before the pilots' walkout. But the strike, which

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Airline strikes out in survey

By SCOTT HUME

CHICAGO—Both United Airlines' management and its pilots' union emerged from the 29-day strike that ended June 14 having tarnished their images in the eyes of consumers, according to an exclusive ADVERTISING AGE survey.

As a result, the airline faces a tough marketing challenge as it endeavors to regain goodwill and business from a passenger base that had made it the nation's largest commercial carrier.

On June 16 and 17, a national sample

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Net seers scan sked

By VERNE GAY

NEW YORK—"Hometown," CBS-TV's new yuppie series looking for a niche this fall opposite NBC's decidedly un-yuppie "A-Team," has the look of a hit: Good production, established actors and trendy writing modeled after the yuppie movie hit "The Big Chill."

CBS, however, is predicting "Hometown" will finish last in the time slot's ratings. CBS has told advertisers "Hometown" will generate a paltry 19 share of audience by spring, 1986, leading advertisers to predict the show will fail.

That is just one of the surprises in new fall shows contained in audience estimates written by the *networks* and obtained by ADVERTISING AGE through several sources. CBS expects to lead 8 p.m. (ET) time slots on Sundays (where "Murder, She Wrote" returns with

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Last Minute News

Lever Bros. brings European shampoo to U.S.

NEW YORK—Lever Bros. has introduced into test in Portland, Ore., Timotei shampoo and conditioner in dry and oily formulas. The product, which is the leading shampoo in Norway, Sweden and Switzerland, is promoted here with the theme "So mild you can wash your hair as often as you like." J. Walter Thompson USA handles.

Family planning to get big ad push

WASHINGTON—Population Institute today announces a three-year, multimedia ad blitz, with first-year spending of $1.8 million, to drive home the importance of population issues and control. The campaign is expected to begin later this summer. The advertising, created in-house, is being underwritten by Turner Broadcasting System, Atlanta.

Ohrbach's reviews shops for image campaign

NEW YORK—Ohrbach's is reviewing agencies for a $3 million-to-$4 million image campaign, now in-house. Shops in the review include AC&R;

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GLOBAL MARKETING—PAGE 39

Hardee's toughens ad pitch

By BRIAN MORAN

Hardee's Food Systems breaks a $20 million, 10-week campaign next month repositioning the chain as the toughest, hardest-working challenger to McDonald's supremacy in the "burger wars."

The network and spot tv effort, scheduled to break July 15, carries a new corporate theme line, "Where good people go for good food." It is the first Hardee's campaign from Ogilvy & Mather, New York, which won Rocky Mount,

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NEWSPAPER

AA
DC2001#CONGLI FMJF N
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

Banks jumps over shoe furor

By ROBERT RAISSMAN

Triple jumper Willie Banks may be the only active world-record holder without a shoe contract.

Mr. Banks, who set a new world's record in the triple jump (also known as the hop, skip and jump) June 16 at the USA/Mobil national outdoor track and field championships in Indianapolis, accomplished the feat two months after Nike gave him the boot, ending a four-year association.

On the surface, the shoe-contract plight of the 29-year-old would seem to be the result of a marketing strategy that was adopted by athletic-shoe marketers in 1984. With the shoe market—especially the running-shoe market—leveling off, shoe-company executives believed they could cut their losses by centering endorsement on athletes who had star quality (AA, Oct. 18).

For track athletes, the problem was compounded by deals that were made by individuals because they were likely to compete in the '84 Olympic Games. In order to reduce budgets, many athletes were released when their contracts expired following the games.

"We're in the advertising business, whether we accept it or not," said Larry De Freitas, director of track-and-field and running-sports promotions at Mountainside, N.J.-based Adidas. "Every athlete we look at we have to ask the question 'Will they be there in '88?' "

Talk of marketing strategies and Olympic buildups may be legitimate, Mr. Banks said, but his case was different. He had placed a disappointing sixth in the Olympic Games and had not shown the

(Continued on Page 98)

Claiborne retail link takes Avon past door

By PAT SLOAN

New York—Avon Products and Liz Claiborne Inc. are going into the cosmetics and fragrance business together in a 50/50 joint venture to be called Liz Claiborne Cosmetics, marking the first time Avon has been involved with retail stores.

In a separate announcement, Avon announced last week it has formed a new subsidiary, Parfums Phenix, to market new Deneuve fragrance, named for actress Catherine Deneuve. The fragrance is expected to be introduced in early 1986 at about the same time the Claiborne products are due.

Industry observers said the Deneuve perfume, priced at $165 an ounce and to be sold through direct-response mail and phone order, according to a spokesman, will enable Avon to reach a more upscale customer than now is served by its door-to-door sales reps. The venture with Claiborne also would hit a higher-income consumer and help Avon learn the retail business.

However, an Avon spokesman denied the partnership in any way was tied to Avon's branching into retail. He said, "We have backed off retail," referring to Avon's announcement last fall it was testing shopping-mall kiosks and considering retail boutiques because, as chairman Hicks Waldron then said, direct-sales force recruitment couldn't be expanded sufficiently (AA, Oct. 4).

Saying "to go into retail with the Avon name would be death," the spokesman said the kiosks are a dead issue, at least for 1985 and that "nothing is happening with the boutiques."

At the same conference last fall, Avon announced plans to move into direct response. But the Deneuve fragrance marketing system, presumably to be patterned after Parfums Giorgio's successful use of direct response, is the only product now reflecting those plans. Parfums Phenix will be headquartered in Paris and maintain a sales and marketing office in New York. Agency for Deneuve is MCA Advertising. When Avon announced its new Imari fragrance last month it said MCA had been assigned a special project but would not say if the assignment was related to the then-rumored Deneuve fragrance (AA, May 20).

The fragrance will be distributed internationally and in the U.S., with Ms. Deneuve, long associated with Chanel and later American Home Products' Youth Guarde, taking an active role in marketing and packaging. A president for the subsidiary has not been named but candidates are being interviewed. Besides

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Highlights

Dole Foods is undertaking a $1 million promotion for the National Center for Missing and Exploited Children. *See Page 4.*

Procter & Gamble is moving to rebuild two once-dominant brands with the simultaneous national introductions of a new Crest toothpaste formula and an improved Pampers diaper. Benton & Bowles, New York, which handles both brands, is using similar ad strategies to roll out the new products. *See Page 6.*

John Tinker Jr., who died last week at 79, had the traditional successful ad agency career, rising to become one of the industry's top art directors in the 1940s and to senior vp-creative director of McCann-Erickson in the 1950s. But in 1960, while he was phasing out of the business and into retirement, Mr. Tinker instead launched what was virtually a second career in a new era in the agency business. *See Page 10.*

It's hard to see what beer and soda have to do with such weighty issues as human sacrifice, dignity and achievement. But that's what image advertising is all about. And two examples of this ad style won top Clio honors last week. *See Page 12.*

Marketers of income-tax preparation services claim they would not be among the losers if President Reagan's tax-simplification plan becomes law. *See Page 32.*

Benevolent Dictators: O. Milton Gossett started his career at Compton Advertising in 1949 and decades later helped orchestrate a merger with Saatchi & Saatchi. Bart Cummings interviews the chairman-ceo of Saatchi & Saatchi Compton Worldwide. *See Page 34.*

CORPORATE CLOSEUP

Gillette's safety razor division, the cornerstone on which the company was founded in 1901, not only is modernizing the 15-building, 27-acre facility that already produces 5.4 million blade edges a day, it's also galloping into a period of new-product development and growth that should only strengthen Gillette's position as the premier purveyor of materials for that daily male ritual, the close, wet shave. *See Page 4.*

FORUM

After writing about the Coca-Cola formula change in her column for the *Dallas Morning News*, Maryln Schwartz received an intriguing letter from 84-year-old Lee Williams. *See Page 20.*

Writer Dimitri Vassilaros is a yuppie. But is he a stereotype? *See Page 20.*

INTERNATIONAL

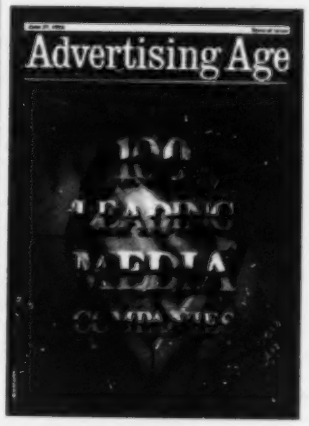
Canada's media conglomerates are planning new acquisitions following the government's decision to lift a restriction on cross-ownership of newspaper and broadcast outlets. Subsequently, stocks of major media chains soared to record highs on the Toronto Stock Exchange. *See Page 78.*

DIRECT MARKETING

Coupons a la Carte, an in-store coupon-vending machine company, filed for bankruptcy last week, unable to raise the funds necessary for its northern New Jersey debut. *See Page 74.*

One of every seven new cars in the U.S. will be sold directly through catalogs and home computers by 1995, says a Chrysler executive. *See Page 74.*

COMING THURSDAY



Advertising Age profiles the 100 largest media companies in the U.S., ranking them by 1984 media revenues and reporting on acquisitions, circulation changes and personnel moves.

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ABP MPA RED TAG ABC ANPA

Fast-food, flicks early leaders in tv upfront deals

By VERNE GAY

New York—The three tv networks claimed to have advertiser upfront plan requests totaling nearly $1.5 billion as the upfront buying season began to heat up last week. Only a few isolated deals had been made, however.

Sources said fast-food advertisers are expected to secure upfront positions next, perhaps as early as midweek. Sources also noted that McDonald's Corp., which was one of the fastest-growing network advertisers in 1984, was weighing in with a larger prime time upfront commitment in 1985-86 than last year's. Other fast-food companies, including Burger King and Wendy's, also are expected to make sizable upfront commitments this week.

The prime time upfront pace picked up following upfront commitments made by several motion-picture advertisers. Movie advertisers normally move early to secure inventory on Thursday evenings for weekend movie premieres. The buyers were not known, but the top network movie advertisers in 1984 were Columbia Pictures, MCA/Universal, MGM/UA, Orion and Warner Bros. Sources noted Twentieth Century Fox had yet to make a

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Late West Coast news

Coors is the one, Ore. legislators say

The Oregon legislature has repealed a law barring the sale of unpasteurized packaged beer, clearing the way for the Adolph Coors Co., Golden, Colo., to begin selling Coors beer in Oregon. The brand was introduced to the state's bars and taverns one year ago.

The **Crown-Zellerbach**, San Francisco, review for its $2-$3 million Consumer Products Division account no longer includes Marschalk & Co. and Young & Rubicam, both having withdrawn. Three other bay area agencies—incumbent D'Arcy MacManus Masius, Allen & Dorward and Grey—are waiting on a late-July decision.

Northern California Buick Dealers, Oakland, assigned Pearlman/Wohl/Nathanson, Los Angeles, its $1.5 million dollar account replacing The Competitive Edge, Albuquerque, N.M. Also to Pearlman: The $1.5 million account of audio-video product marketer **Marantz Inc.**, Chatsworth, Cal.; from Chickering & Howell, Los Angeles.

IECO, Los Angeles-based automotive parts and accessories distributor, named Deerfield Advertising its agency; from in-house.

Carter Hawley Hale, Los Angeles, has installed Robert Herber as president of the company's Montreal-based Holt Renfrew division. He replaces Lenard Savick, who

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Reinhard revisits Cannes

'Better the second time around'

The 1985 International Advertising Film Festival begins today in Cannes, France.

By KEITH L. REINHARD

Cannes. Up until a year ago I thought of it as a city in France whose name I was never quite certain how to pronounce and whose purpose in life was to minister to the more or less extravagant and jaded tastes of the very rich and famous.

Merely to say the name —let alone pronounce it— called up pictures in my mind of endless white beaches strewn with tanned bodies, many of whom were selectively half-clad.

So when I was invited to be a judge at the 31st International Advertising Film Festival at Cannes last year, I decided I had no time for this kind of self-indulgence.

But Terry Laughren, president of Screenvision, is a persistent fellow and finally, in response to whatever blandishments he held out to me at the time, I agreed to serve. And having served—even before leaving Cannes—I made it a point to schedule myself back for this year's festival.

And as you read this, back I am —reasonably confident that Cannes is pronounced "can," unless you are British and insist on pronouncing it "con." Not only am I back in Cannes, but I have brought with me a full complement of those who preside over the creative destiny of our agency throughout the world.

Why this reversal of my earlier negative mindset? Let me try to explain—and to do so, I must first set the scene for you on my first arrival at Cannes last June.

I remember being whisked from the airport to my hotel, my only vision of the aforementioned beaches and bodies a peripheral one. Before I knew it, I

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Gold Lion winners at Cannes

The gold lion is an award given for excellence in tv and cinema advertising. *Source: Advertising Age*

Country	1980	1981	1982	1983	1984	Total
Great Britain	3	7	7	4	7	28
United States	5	1	0	2	11	19
Brazil	0	5	6	5	3	19
France	0	2	3	0	5	10
West Germany	0	3	2	3	0	8
Japan	0	1	0	3	1	5
Australia	1	0	2	1	1	5

Nonalcoholic beer brands come ashore

By GAY JERVEY

With sagging sales and anti-alcohol pressure groups plaguing the beer industry, a distant cousin—nonalcoholic beer—is becoming the new item of choice for a growing number of beer importers.

All Brand Importers, the New York-based division of Nabisco Brands that markets such brews as Moosehead Canadian and Foster's Lager, recently shook hands with Binding Breweries, Frankfurt, in an agreement that will allow All Brand to market Clausthaler, a nonalcoholic beer that is a runaway hit in Germany and elsewhere in Europe.

No-alcohol beers have less than 0.5% alcohol content per serving.

Meanwhile, G. Heileman Brewing Co., La Crosse, Wis., last month launched Black Label Non-Alcoholic Malt Beverage, the first no-alcohol line extension of a regular-strength beer brand (AA, May 27). Heileman also markets the nonalcoholic Kingsbury, Schmidt Select and Zing brands.

At least one other domestic contender, Stroh Brewery Co., Detroit, has termed its move into the budding no-alcohol category "a definite maybe."

"Stroh is investigating all kinds of products, and one of them is a no-alcohol beer," a company spokesman said.

All Brand's introduction follows a long, hard corporate look at the

(Continued on Page 98)

CBS looks again at Miller race ad

By STEVEN W. COLFORD

WASHINGTON—Miller Brewing Co.'s 30-second spot featuring Indy 500 winner Danny Sullivan has raised concerns at CBS, where the commercial is under review by its commercial-clearance department.

CBS moved after a report that the Bureau of Alcohol, Tobacco & Firearms believes Milwaukee-based Miller's print and broadcast campaign, by J. Walter Thompson USA, New York, violates federal regulations barring use of active athletes to promote an alcoholic product (AA, June 10).

It is CBS' third look at the Miller ads; the network said it already persuaded the brewer to edit its original montage of racing clips. ABC and NBC had given the commercial a clean bill of health.

NBC's Richard Gitter, vp for broadcast standards, called the spot a "corporate ad, not a product endorsement." At ABC, a spokesman said the Miller spot and a similar Anheuser-Busch ad for Budweiser, featuring race driver Darrell Waltrip, "were both cleared and are okay to air."

CBS declined to speculate on whether its review might lead to pulling the spot.

Meanwhile, BATF last week resorted to phone calls to Miller and A-B, asking both breweries when the agency might expect responses to its initial notices mailed in mid-May.

"By now, we would have hoped —we would have expected—to have heard something from them," Bruce Weininger, chief of BATF's industry-compliance division, said last week before the agency's follow-up phone inquiries.

Miller's Al Easton, vp-corporate

(Continued on Page 98)

AMC loads up Comanche

By RAYMOND SERAFIN

HOOD RIVER, ORE.—American Motors Corp. is counting on its new line of Jeep Comanche compact pickup trucks to carry a heavy marketing load in 1986, making the company less vulnerable to competitive pressures in the shrinking small-car segment.

Jeep's load will increase if financially ailing AMC closes its Kenosha, Wis., assembly plant for Renault Alliance and Encore automobiles, as it has threatened to do if the United Auto Workers union doesn't agree to wage and other concessions by June 28.

The Kenosha plant has the highest labor costs in the country, AMC says.

The Jeep Comanche, which will be available in both two-wheel and four-wheel drive, is a key part of AMC's strategy of reducing its dependence on a single market segment.

Jeep's only pickup trucks until now have been full-size, four-wheel-drive models. Compacts are expected to account for 52%, or a little more than 1 million vehicles, of the pickup market in 1986, with two-wheel drive accounting for 71% of compact pickup sales, said Joseph Cappy, group vp-sales and marketing.

The Comanche over-all will expand Jeep's coverage of the 3.5 million-vehicle light-truck market to 50%, compared with only 16% previously.

AMC officials are predicting first-year sales of 50,000 units for Comanche, but privately hope to surpass that

(Continued on Page 97)

World News Roundup

MADRID—Iberia Air Lines is reviewing its $14 million national and international account, now handled by NCK, a Foote, Cone & Belding agency. J. Walter Thompson Co., McCann-Erickson, NCK and two local shops, Tapsa and Cid, are pitching. A decision is expected in early July.

LONDON—TBWA has resigned the Atari U.K. account after eight months. Atari had planned to spend $10 million on advertising this year but so far has run only a $1.3 million print campaign.

SYDNEY—Polaroid Australia is moving its $1 million account to Ogilvy & Mather after almost 10 years with Doyle Dane Bernbach.

LONDON—Alfred Dunhill Ltd. is launching an $11 million print campaign for its men's fashion and accessories lines via Davidson Pearce in Europe, the Middle East, the Far East and part of the U.S.

TORONTO—Conrad Black, a leading Canadian business tycoon who owns the Sterling chain of small newspapers in British Columbia, has purchased 14% of London's *Daily Telegraph* for $12.4 million.

PERTH—Rupert Murdoch's News Corp. is trying to pave the way to sell international sponsorship rights to the 1986 America's Cup sailing races. As a first step, News Corp. subsidiary tv network Ten has

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Tokyo street talk—Page 78

Atari has go-it-alone plan, but pines for Ally

By CLEVELAND HORTON

Atari Corp., eager to market its newest personal computer in the U.S. but unable to find an agency willing to "make an investment" in the struggling operation, is prepared to undertake the creative work itself.

The Sunnyvale, Cal.-based company just lost Goodby, Berlin & Silverstein, San Francisco, as its agency (AA, June 10) and is wooing Ally & Gargano, New York. Atari chairman Jack Tramiel hired A&G when he headed Commodore Business Machines; he later fired the agency as a cost-cutting measure.

A&G chairman Amil Gargano confirmed he had a "cordial" meeting with Mr. Tramiel this month. "Certainly, based on our past experience [with Mr. Tramiel], any relationship would have to have certain [financial] stipulations," Mr. Gargano said.

Atari vp-marketing James Copland stressed that Atari can handle its own print and radio advertising. "I think we have some finely talented people in-house," he said, "myself included."

On tv advertising, Mr. Copland hedged. "Tv is somewhat more complicated," he said.

Mr. Copland said CPM Inc., Chicago, will continue to handle media buying.

Atari, unable to convince major mass merchandisers and computer specialty stores to handle its lines, recently began recruiting manufacturers' representatives to handle the new ST model, due in July. These reps will attempt to find 500 retail outlets for Atari's products by July 8, Mr. Copland projected, increasing that number to 2,000 by the end of August.

Saatchi to move to Soho

By STEWART ALTER

NEW YORK—Saatchi & Saatchi Compton Worldwide will move its headquarters downtown within two years, making it the first major agency to locate its offices in the Hudson Square-Soho area.

The agency will move 1,200 employes to its own, as-yet-unbuilt 18-story building that will bear the S&S/Compton name. S&SCW and the companies in the Saatchi & Saatchi Compton Group, consisting of Rumrill-Hoyt; Klemtner Advertising; Fairfax Advertising; Cadwell-Davis Partners; Mayo-Infurna,

(Continued on Page 97)

ADWATCH

Newsmakers harvest consumer awareness

By SCOTT HUME

It's no secret that when advertising becomes a news event, consumer awareness of the advertising can soar. Wendy's "Where's the beef?" campaign has become the classic example of that synergism.

Similarly, advertising awareness can jump when an *advertiser* becomes news. Results from Advertising Age's adWatch survey conducted last month confirm this: Among those with the greatest changes in consumer advertising awareness last month were Coca-Cola, United Airlines and E.F. Hutton.

Not surprisingly, the most dramatic example is Coca-Cola. Its announcement April 23 it would change Coke's 100-year-old formula still is being talked about by students of marketing and devotees of the original formula (AA, April 22, *et seq.*). The "new" Coke quickly became the most talked about new product since G.D. Searle & Co. introduced NutraSweet. Every major news organization has carried several stories about the change and the reactions from consumers and Coke's rivals in the soft-drink industry.

As the new formula rolled into national distribution, Coca-Cola flooded the nation's newspapers and airwaves with advertising touting Coke's new taste. Consumers couldn't help but notice.

Coca-Cola's advertising last month logged the best recall score of any advertiser. When a national sample of 1,251 adults was asked to name the first advertising that came to mind from all they had seen, heard or read in the previous 30 days, 11.3% named Coke. That not only made Coke No. 1 for May, but it better than doubled Coke's over-all ad recall score from April (5.5%), when it also was No. 1.

Repeating as the advertiser with the second-best ad recall score was Pepsi, which quickly cast Coke's advertising change as an affirmation of the superior taste of Pepsi. Pepsi's advertising came to mind first for 6.8% of the respondents, nearly double its April recall share (3.8%).

Remaining members of the Top 10 in ad recall last month were, in descending order from No. 3, McDonald's, Miller/Miller Lite, Budweiser, Ford, Wendy's, Burger King, Chevrolet and AT&T.

The reformulation's impact on awareness of Coke's advertising is even more dramatic in head-to-head comparison with Pepsi and its smaller challengers. When respondents were asked specifically to name the soft-drink advertising that first came to mind, 42.9% named Coke, 32.2% said Pepsi.

Coke's share of first mentions was up 14.3 percentage points since April, when its 28.6% share had put it second to Pepsi's 31.4%. Coke's 42.9% in May also is the highest share of first mentions any marketer has received in the soft-drink category since adWatch was inaugurated three years ago.

Most hurt by the attention given Coke and Pepsi was 7UP. While it remains No. 3 in recall, its share of first mentions dipped from 4.9% in April to 2.5% in June. Coca-Cola's Diet Coke moved up from No. 5 in April (when it was named first by 3.1% of the sample) to No. 4 in May, even though its share declined to 2.2%.

The surprise in the May sample is the first appearance of Pepsi-Cola's newest soft-drink, Slice. Its advertising received 1.7% of first mentions, good enough for the No. 5 spot.

AdWatch is a joint project of Advertising Age and SRI Research Center, Lincoln, Neb. Ad awareness is measured by asking a nationally projectable sample of consumers to name advertising in a variety of product categories that first comes to mind from all seen, heard or read in the previous 30 days.

In May, 1,251 adults were polled by telephone. Under adWatch methodology, an increase or decrease of 2.8 percentage points is considered statistically significant and attributable to more than sample variation.

United Airlines will provide an interesting test of whether the good news the pilots' strike has ended will affect consumer awareness of advertising as sharply as did last month's bad news that a strike was on. Despite a cutback in media advertising after the pilots walked out, awareness of the United advertising that did appear showed an increase.

In May, 18.5% of respondents named United when asked for the first airline advertising that came to mind, tops in the category. That is a 5.5 percentage-point increase from April's No. 2-ranked 13% share. The gain came at the expense of American Airlines, which fell 4.5 points to 10.5% in ad awareness during May.

Also losing share was Eastern, ad awareness of which dipped 2 points from 8.2% in April to 6.2% in May, dropping it from the No. 3 position to No. 6. Moving up to No. 3 in May was Delta, with 7.8% of first mentions.

E.F. Hutton's advertising has been talking for years, and people have been listening. But they have watched, listened and read more closely since May 2, when the company pleaded guilty to fraud charges involving drafts on uncollected funds.

Asked to name the first financial-services institution's advertising that came to mind, 6.9% last month recalled E.F. Hutton's advertising, more than twice the 3% share of first mentions it received in April.

Merrill Lynch's share remained 4.4%, but it dropped to the No. 2 spot. Bank of America took third with 1.4% last month.

Among other significant changes last month:

- Anheuser-Busch's Budweiser brand regained the No. 1 spot in the **beer** category, a lead it had relinquished last month to Coors. "This Bud's for you" came to mind first for 13.6% of the sample, up 2.8 points from 10.8% in April.

  Coors May share was 11.3% of first mentions, down from 12.5% the previous month. Miller remained No. 3 with 9.8% in May.
- Declining awareness for its Liquid Tide line extension continues to depress Tide's score in the **laundry products** category. In May, 27.4% of the sample named Tide when asked for the first laundry-product advertising that came to mind. That's a 5.4 point drop since April and nearly a 10 point drop since February.

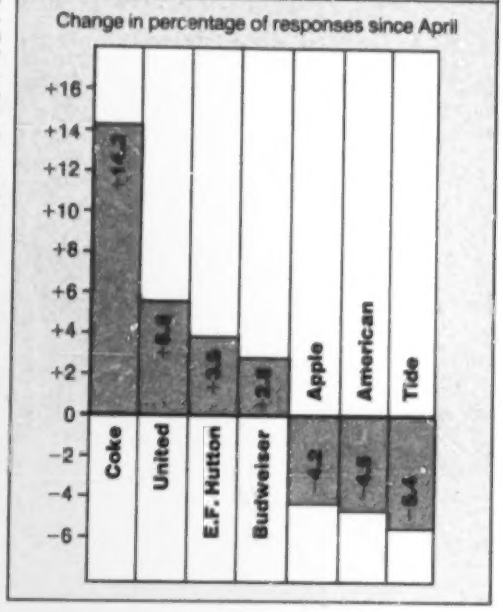
  Tide retained a healthy lead over ads for the product in the No. 2 spot, its own Cheer brand (5.2%), and the No. 3 brand, All (3%).
- Also continuing to slide is Apple in the **computer** category. In May, 29.7% of respondents said Apple's advertising first came to mind, compared with 33.9% in April and 39.2% in March.

  IBM remained No. 2 last month with 14.2% of first mentions, down from 15.7% in April. Commodore is still No. 3, but may have benefited from Apple's slippage. Its 6.6% share in May is 2 points better than April's 4.6%.
- Keep an eye on the **wine** category because the coolers are coming! California Cooler, which last month broke a humorous campaign, themed "One more reason to hate California," has made its first significant appearance in adWatch. Its 2.2% share of first mentions last month was only good enough for the No. 4 spot, but it wouldn't take too much to dominate recall for wine advertising. Leader Riunite came to mind for 12.2% of respondents; No. 2 Gallo was named first by 6.8%.#

For additional information or data, contact: Gary Gabelhouse, SRI Research Center, 301 S. 68th St., Lincoln, Neb. 68506. Phone: (402) 489-0351.

May winners & losers

Question: Of all the advertising for (product category) you have seen, heard or read in the past 30 days, which ad first comes to mind? *Note:* A change of plus or minus 2.8 percentage points is considered statistically significant. Source: SRI Research Center Inc., Lincoln, Neb.



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INTERNATIONAL AGENCY/CLIENT REPORT

How to read the charts

The charts in this section are based on the following criteria:

- Clients must be in three or more countries by the end of 1984.
- Client business must add up to an aggregate of $3 million.
- An asterisk (*) notes that an agency included affiliated (non-equity) shops because of their importance to the agency's business.

The country list is not a complete rundown of each agency's shops worldwide.

Some agencies did not cooperate. In such cases, ADVERTISING AGE collected the data independently from its correspondents and gave those agencies the opportunity to comment.#

N W Ayer

Clients:	Americas										Europe																South Africa	Middle East	Asia, Pacific								
	United States	Canada*	Argentina	Brazil	Chile	Colombia	Mexico*	Peru	Puerto Rico	Venezuela*	Austria*	Belgium	Denmark	Finland	France	Germany	Greece*	Italy	Netherlands	Norway*	Portugal	Spain	Sweden	Switzerland	UK			Australia	Hong Kong	Indonesia	Japan*	Malaysia	New Zealand	Singapore*	Thailand*
Bahamas Tourism	•														•	•		•						•											
Beecham												•				•		•																
Bristol-Myers																•						•		•										
Centocaur																•		•						•										
Deere & Co.	•		•								•	•			•	•		•		•	•	•		•										
Economics Laboratory												•						•				•		•										
Firestone												•			•	•			•		•			•										
GE Medical Systems															•	•		•						•										
General Motors	•														•									•										
Johnnie Walker												•					•		•		•													
McGregor Navire															•		•			•	•	•		•										
SE Banken																•						•		•										
Sidmar												•			•	•		•		•	•	•		•										
Smirnoff												•			•				•			•												
Unichema															•	•								•										
U.S. Travel & Tour.	•	•					•								•	•			•					•				•			•				

* Non-equity affiliation. Source: N W Ayer

Ted Bates Worldwide

Clients:	Americas										Europe																South Africa*	Middle East*	Asia, Pacific								
	United States	Canada	Argentina*	Brazil*	Chile*	Colombia	Mexico	Paraguay*	Peru*	Venezuela	Austria	Belgium	Denmark	Finland	France	Germany	Greece	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK			Australia	Hong Kong	Indonesia	Japan	Malaysia	New Zealand	Singapore	Thailand
Avis	•																				•			•											
BAT		•						•				•			•						•			•				•							•
Beiersdorf												•		•	•					•		•				•									
Caltex																												•				•		•	•
Colgate-Palmolive	•	•	•	•	•		•	•	•				•		•	•	•	•			•			•			•	•	•		•	•		•	•
Cyanamid	•			•	•	•				•													•				•				•	•			•
DeBeers																													•	•		•		•	•	
DHL	•	•		•	•	•	•			•		•	•	•	•	•	•	•	•		•		•	•			•	•		•	•	•	•		
Estee Lauder	•									•		•			•	•					•		•				•			•	•				
Mars (conf., pet foods)	•	•	•	•	•						•	•	•	•	•	•	•	•	•	•	•	•	•	•			•			•	•		•	•	
Match Box Toys															•	•								•											
Matsushita	•									•			•			•			•	•				•			•								
Nicholas Labs												•	•		•	•			•		•		•	•			•								
Nissan	•	•			•																						•								
Novo Enzymes			•	•								•	•					•			•		•	•			•			•					
Olivetti											•	•	•		•	•		•	•		•		•	•										•	
SAS											•	•	•							•		•													
S.C. Johnson	•						•																				•								•
Schering-Plough	•					•	•			•	•										•			•			•			•					
Seiko	•		•	•						•	•	•					•	•	•		•	•		•			•	•				•	•		
Selley's Stores																													•	•				•	•	
Simmons	•	•	•		•		•					•																	•						•	•
Tambrands	•																												•							
Thomas Cook		•								•																	•	•	•	•		•	•	•	•	•
Union Carbide	•	•																											•	•	•		•	•	•	•
Warner-Lambert	•	•										•					•		•		•	•							•							
Wella										•	•		•									•														

* Non-equity affiliation. Source: Ted Bates Worldwide

N W Ayer

N W Ayer, New York, had non-U.S. gross income in 1984 of $13.5 million, 13% of total ($104.7 million). Non-U.S. billings were $99.2 million, 13% of total ($751.7 million).

Ayer owns majority or maximum-allowable stock in 11 agencies and minority interest in 36. The network is affiliated with 20 agencies in which it owns no equity. In 1984, Ayer purchased 30% of Francis Lim, Zulkifli & Ayer in Kuala Lumpur, Malaysia.

In 1974 international business generated gross income of $900,000 on billings of $6 million. That was 3% of total gross income of $27.6 million on billings of $190.3 million. By 1979, non-U.S. gross income had grown to $5.9 million on billings of $39.5 million. That was 9% of total gross income of $63.9 million on billings of $428.4 million.

In 1984, major international business won included Bristol-Myers Co. (Germany) and the U.S. Travel & Tourism Administration. Accounts lost included AT&T Communications overseas, Rolls-Royce, CN Rail and Johnnie Walker (Americas). Ayer also resigned the Chemical Bank account.

Top international executives: Louis Hagopian, chairman-ceo; Jerry Siano, vice-chairman, worldwide creative director; Jerry Jordan, president, intl.; John Roedig, senior vp-finance; Bruce MacDonald, senior vp-managing director, Europe/Middle East; David Dodd, senior vp-managing director, Asia/Pacific/Latin America; Robert Young, vp-financial director.#

Ted Bates Worldwide

Ted Bates Worldwide, New York, in 1984 had non-U.S. gross income of $161.1 million, 38% of total gross income of $424.4 million. Non-U.S. billings were $1.1 billion, 39.3% of total billings of $2.8 billion.

The network consists of 99 agencies in 45 countries. Agencies added to the network in 1984: Delacroix (Puteaux, France) and Delvico (Madrid), and affiliated agencies, Korea First (Seoul) and Rediffusion (Bombay).

In 1974, non-U.S. gross income was $45.7 million. That was 56.6% of total gross income of $80.8 million. By 1979, non-U.S. gross income reached $82.5 million, or 45.6% of total gross income of $181 million.

The decline was due to past U.S. acquisitions of Sawdon & Bess, McDonald & Little and William Esty, which have little international volume.

Major international business won in 1984 included Olivetti ($10 million), Mars ($5 million), Colgate-Palmolive Co. ($3 million) and Nissan ($6 million). Other business won included Match Box Toys, Selley's Stores, American Cyanamid Co. (Brazil, Venezuela) and Avis (U.S.). Business lost included Cadbury Schweppes, Mobil Oil (U.S.) and Beiersdorf (U.S.).

Top international executives: Robert Jacoby, chairman; John Hoyne,

(Continued on Page 44)

BBDO International

Clients:	United States	Canada	Argentina	Brazil	Chile	Colombia*	Mexico	Peru*	Puerto Rico	Venezuela*	Austria	Belgium	Denmark	Finland	France	Germany	Greece	Italy	Netherlands	Norway*	Spain	Sweden	Switzerland	UK	South Africa	Middle East	Australia	Hong Kong	Indonesia*	Japan	Malaysia*	New Zealand	Singapore	Thailand
Agfa-Gevaert												●																						
Apple Computer					●	●	●	●	●	●		●			●	●		●	●		●	●	●	●	●	●		●			●	●		
Bayer/Miles					●	●	●	●		●							●		●		●	●	●	●	●	●	●				●	●		
Campbell Soup	●						●		●																		●	●				●		
Delta Airlines	●	●							●							●								●										
Frito-Lay	●						●		●												●													
Gillette	●			●		●	●			●	●	●	●		●	●	●		●	●	●	●	●	●	●	●	●	●						
Henkel											●				●	●		●	●		●													
Kuwait Petroleum												●	●		●	●		●	●		●		●											
PepsiCo	●					●		●									●	●	●		●				●	●	●							
N.V. Philips																●	●						●	●										
Quaker Oats	●														●	●			●								●							
Rothmans																●			●															
Scott Paper	●											●			●				●								●			●				
Wella					●		●												●										●	●		●		
Wrigley Co.	●	●							●				●		●	●						●		●								●		

* Non-equity affiliation. Source: Advertising Age

Benton & Bowles

Clients:	United States	Canada	Argentina	Brazil*	Chile	Colombia	Mexico	Peru	Puerto Rico	Venezuela*	Austria	Belgium	Denmark	Finland*	France	Germany	Greece*	Italy	Netherlands	Norway	Portugal	Spain	Sweden	Switzerland*	UK	South Africa*	Middle East	Australia	Hong Kong*	Indonesia	Japan	Malaysia	New Zealand	Singapore	Taiwan*
ATT Philips												●			●	●			●	●			●			●									
Boots Drugs												●	●													●									
Cartier												●			●	●				●						●									●
Digital		●								●		●	●		●	●			●	●		●		●		●									
Finnish Tourist Board															●	●				●															
General Foods	●						●										●	●				●				●									
Johnson Wax												●						●								●	●								
Lee Jeans		●										●	●		●	●										●					●				
Marazzi																●		●	●																
Procter & Gamble	●	●					●			●		●	●	●	●	●	●	●	●			●			●										
Richardson-Vicks	●														●				●			●		●	●										
Texaco	●			●															●	●															

* Non-equity affiliation. Source: Benton & Bowles.

Leo Burnett Co.

Clients:	United States	Canada	Argentina	Brazil	Chile	Colombia	Dom. Rep.	Mexico	Panama	Puerto Rico	Venezuela	Belgium	Denmark	Finland*	France	Germany	Greece	Italy	Netherlands	Norway*	Spain	Sweden*	UK	Egypt	Lebanon	Saudi Arabia	Australia	Hong Kong	Japan	Malaysia	Philippines	Singapore	Taiwan	Thailand*
Bayer/Miles				●		●		●		●	●					●		●			●			●	●									
Beatrice	●	●																										●						
Beecham		●		●	●	●		●			●		●			●	●				●						●	●	●	●				●
Cathay Pacific															●												●	●	●	●					●
Hewlett-Packard	●															●				●		●	●				●	●	●	●		●			●
Kellogg Co.	●	●				●	●	●		●	●		●		●					●	●	●	●				●	●				●			
Kraft Inc.	●					●					●					●											●								
McDonald's	●								●	●		●	●		●																				
Memtek Prods.	●											●			●	●							●												
Nestle			●					●															●				●								●
Philip Morris	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		●		●		●	●	●		●	●	●		●	●		
Pillsbury/Green Giant	●	●								●					●								●												
Procter & Gamble	●	●			●			●	●	●	●	●			●	●	●	■	●		●		●		●	●	●	●	●	●	●	●	●		
Seven-Up Co.			●		●	●	●	●	●	●	●		●		●	●		●	●		●		●					●	●	●	●			●	
Star-Kist Foods	●	●											●		●	●																			
Union Carbide	●	●				●																		●	●			●			●	●			
United Airlines	●						●														●						●								
Warner-Lambert						●		●			●						●							●	●										

* Non-equity affiliation. Source: Leo Burnett Co., Advertising Age

Dancer Fitzgerald Sample

Clients:	United States	Canada*	Argentina*	Brazil*	Chile*	Colombia*	Mexico*	Peru*	Puerto Rico*	Venezuela*	Austria	Belgium	Denmark**	Finland**	France**	Germany**	Greece	Italy**	Netherlands**	Norway**	Spain**	Sweden**	Switzerland**	UK**	South Africa	Middle East*	Australia	Hong Kong	India*	Indonesia	Japan	Malaysia*	New Zealand*	Singapore
CPC International	●	●							●																						●			

(Continued from Page 42)

president, International Group; William Maynard, director of worldwide creative services; Bruce McLaren, president, Europe; Gonzalo Meza, president, Latin America, and Keith Cousins, president, Southeast Asia.#

BBDO International

BBDO International, New York, had non-U.S. gross income in 1984 of $105 million, 30.9% of total gross income of $340 million.

The network covers 40 countries and 80 agencies outside the U.S., and BBDO holds equity in 73 agencies.

In 1974, non-U.S. gross income was $22.7 million—29.3% of total ($77.6 million). By 1979, non-U.S. gross income had grown to $53.5 million—36.9% of total. Through a new subsidiary, Asatsu/BBDO/Clemenger, the network established an association with LG Advertising in Seoul and Stentor Advertising in Taipei. Early in 1985, BBDO signed an affiliation agreement with R.K. Swamy Advertising in Madras, India.

In 1984, BBDO gained Kuwait Petroleum internationally, and increased business with Rothmans, Gillette Co., Henkel AG, Scott Paper Co., Delta Air Lines, Bayer, Frito-Lay, Wm. Wrigley Jr. Co., Wella and Apple Computer. Losses included Del Monte, Agfa-Gevaert, PepsiCo and N.V. Philips.

Top BBDO International execs: Allen Rosenshine, president-ceo; Bruce Crawford, chairman; Willi Schalk, exec vp.#

Benton & Bowles

Benton & Bowles, New York, had 1984 non-U.S. gross income of $52.1 million, 32% of total gross income of $163.2 million.

B&B holds majority or maximum-allowable interest in 11 agencies, minority interest in four agencies and is affiliated with 14 agencies.

In 1984, Boebel, Adam/B&B, Frankfurt and China Commercial Advertising Agency, Taipei, were added to the network, while an affiliation with Abrinicio in Lisbon was ended.

In 1974, B&B's non-U.S. gross income was $12.4 million—32.3% of the total ($38.4 million). In 1979, non-U.S. gross income was $25.4 million—25.6% of total ($99.2 million).

Major international business won in 1984 included ATT Philips, Finnish Tourist Board, Lee Jeans (Canada, Denmark, Japan) and Cartier. Losses included Emery and Nabisco.

Top international execs: John S. Bowen, chairman-ceo; Bernard Kanner, senior vp-director intl. operations; John Ferries, managing director, Europe.#

Leo Burnett Co.

Leo Burnett Co., Chicago, had non-U.S. gross income in 1984 of $90.3 million, 35.6% of total gross income of $253.5 million.

Burnett's international network consists of 42 agencies in 33 countries, and it owns majority or maximum-allowable stock in 40 agencies. In 1984, the agency added Leo Burnett/Taiwan in Taipei to its network.

In 1974, non-U.S. gross income was $38.9 million, 42% of total ($92.4 million). By 1979, income had grown to $48 million, 34% of total gross income ($142.5 million).

Major new clients in 1984 included Hewlett-Packard, Kraft and Beatrice. Losses (some in 1985) included Nestle in the U.K., Puerto Rico, Dominican Republic, France, Hong Kong, Singapore and Malaysia.

Top international executives: Wayne Wiggins, vice-chairman, chief administrator/financial officer; Robert Barocci, president, Leo Burnett Intl.; Joseph Novas, vice-chairman, Leo Burnett Intl. and John C. Kraft, exec vp-finance/administration.#

Dancer Fitzgerald Sample

Clients:	Americas: United States	Canada*	Argentina*	Brazil*	Chile*	Colombia*	Mexico*	Peru*	Puerto Rico*	Venezuela*	Europe: Austria	Belgium	Denmark**	Finland**	France**	Germany**	Greece	Italy**	Netherlands**	Norway**	Spain**	Sweden**	Switzerland**	UK**	South Africa	Middle East*	Asia, Pacific: Australia	Hong Kong	India*	Indonesia	Japan	Malaysia*	New Zealand*	Singapore
Florida Dept. of Citrus	•															•															•			
Duracell															•			•						•										
Hewlett Packard	•			•														•																
London Rubber Co.																•		•			•			•			•							
Shulton	•			•												•								•										
Toyota	•	•		•																							•				•			
Wendy's	•															•											•				•			
Yoplait yogurt	•		•		•	•																												

* Non-equity affiliation. ** Dorland-DFS International shops. Source: Dancer Fitzgerald Sample

D'Arcy MacManus Masius Worldwide

Clients:	Americas: United States	Canada	Argentina*	Brazil*	Chile	Colombia	Mexico	Peru	Puerto Rico*	Venezuela*	Europe: Austria	Belgium	Denmark	Finland	France	Germany	Greece	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK	South Africa	Middle East	Asia, Pacific: Australia	Hong Kong	Indonesia	Japan	Malaysia	New Zealand	Singapore	Thailand
Abecor Bank																•		•						•										
Alfa Romeo											•	•			•	•	•	•	•		•		•	•										
Allied Lyons																			•					•					•					
American Home Products							•								•		•	•																
Anheuser-Busch	•	•																										•						
Barclays Bank	•	•											•			•	•	•			•	•	•	•			•						•	
Bristol Myers																									•		•					•		
Budget Rent-a-Car	•																										•					•		
Citroen													•	•						•		•												
Coleman	•	•																									•							
Combe														•				•		•							•							
Dunlop											•						•					•					•							
Eli Lilly																		•										•						•
Gencorp	•	•																							•									
General Motors	•						•																	•										
Hoover												•		•	•			•						•	•		•							
InterFlora/F.T.D.	•	•																		•				•	•		•							
John Haig													•		•		•	•	•					•	•									
Kemanobel											•	•	•	•	•	•		•	•	•	•	•	•	•										
Kimberly-Clark													•			•		•		•		•	•	•										
Lego											•					•			•						•									
Lotus Software															•	•								•										
Mars	•	•							•		•	•	•	•	•	•	•	•	•	•	•	•	•	•			•	•		•				
Mobil												•						•						•	•		•					•		
N.V. Philips													•														•			•				
Reckitt & Colman																	•	•						•										
Richardson-Vicks							•																				•		•			•		•
Ricoh															•			•	•			•	•	•										
Schering-Plough		•																							•			•					•	•
Wilkinson Sword											•																•					•		

* Non-equity affiliation. Source: D'Arcy MacManus Masius Worldwide

Doyle Dane Bernbach International

Clients:	Americas: United States	Canada	Argentina	Brazil	Chile	Colombia	Mexico	Peru	Puerto Rico	Venezuela	Europe: Austria	Belgium	Denmark	Finland	France	Germany	Greece	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK	South Africa	Middle East*	Asia, Pacific: Australia	Hong Kong	Indonesia	Japan	Malaysia	New Zealand	Singapore	Thailand
Audi	•	•										•			•						•						•						•	
Atari											•				•	•			•															
Bristol-Myers	•																				•			•										
BSN Gervais Danone												•			•	•					•													
Chanel	•	•																			•									•				
Ciba-Geigy																		•			•						•							
Citicorp	•	•					•																					•		•			•	
Colombian Coffee Growers	•	•																			•													
Heinz	•																	•						•						•				
IBM	•																				•						•			•				
Ikea											•	•			•				•							•		•					•	
Intergold	•	•									•																	•						
ITT	•	•									•	•			•				•									•						
S.C. Johnson												•			•	•						•								•				

Dancer Fitzgerald Sample

Dancer Fitzgerald Sample, New York, had non-U.S. gross income in 1984 of $4.7 million, 4.1% of total gross income of $113.9 million.

The DFS network consists of 33 agencies in 31 countries.

Outside the U.S., DFS has equity in two agencies in Japan (NDC/DFS, 50%, and Yomiko DFS International, 49%) and one in Australia (DFS Australia, 50%).

In 1984, DFS sold its European operation to Dorland Advertising. The operation included 13 agencies that in 1984 accounted for $44.2 million in gross income on billings of $308.6 million. As part of the sale agreement, DFS retained a non-equity affiliation with the European group, forming Dorland-DFS International.

If total gross income and billings of all DFS foreign holdings (including Dorland-DFS International) were included, the network in 1984 would have had non-U.S. gross income of $79.6 million—42.2% of total gross income of $188.8 million.

In 1974, DFS had estimated non-U.S. gross income of $5.4 million—15% of total gross income of $36.1 million.

In 1979, non-U.S. gross income was $8.6 million—12.6% of total gross income of $68.4 million.

Major international business won in 1984 included London Rubber Co., CPC International (U.S., Japan), Toyota (Brazil, Canada), Hewlett-Packard Co. (U.S., Brazil) and Shulton toiletries (U.K.). Losses included Duracell (Argentina, Brazil, Denmark, Sweden), Beneficial Finance (U.K.), Hanes Group (Middle East) and Wendy's International (Italy, Spain, South Africa).

Top DFS International execs: William McC. Vickery, chairman, and Robert Eagan, senior vp-manager. Neil Kennedy is group intl. director, Dorland-DFS International, and Philip Byford is managing director, Dorland-DFS International.#

D'Arcy MacManus Masius Worldwide

D'Arcy MacManus Masius Worldwide, New York, had non-U.S. gross income in 1984 of $91.7 million, 46.2% of total gross income of $198.6 million.

D'Arcy owns majority or maximum-allowable stock in 51 agencies and minority interest in eight, and is affiliated with 13 agencies in which it holds no equity.

In 1974, non-U.S. gross income was $18 million—35.8% of total gross income of $50.3 million. By 1979, non-U.S. gross income had risen to $44.3 million—43.8% of total gross income of $101.2 million.

New agencies added to the network in 1984 included DMM Ipsen & Parmo in Copenhagen (51% interest), DMM Broberg & Eklind, Oslo (100%), and Man-Nen-Sha, Osaka (10%).

Major international business billing more than $3 million gained in 1984 included Lotus Software, Horizon Holidays (U.K.) and Knorr (Germany). Lee Cooper jeans was the agency's major international loss in 1984, pulling out of seven shops in Europe.

Top international execs: Hal Bay, chairman-ceo; P.T. Redsell, chief operating officer-international; J. Balson, chief operating officer-North America; Craig D. Brown, exec vp-chief financial officer.#

Doyle Dane Bernbach International

Doyle Dane Bernbach International, New York, had non-U.S. gross income in 1984 of $64.2 million—29% of total gross income of $218.3 million.

The network consists of 54 agen-

(Continued on Page 46)

Doyle Dane Bernbach International

Clients:	Americas: United States	Canada	Argentina	Brazil	Chile	Colombia	Mexico	Peru	Puerto Rico	Venezuela	Europe: Austria	Belgium	Denmark	Finland	France	Germany	Greece	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK	South Africa	Middle East*	Asia, Pacific: Australia	Hong Kong	Indonesia	Japan	Malaysia	New Zealand	Singapore	Thailand
Meridien																																		
Nabisco																												●		●			●	
Polaroid	●	●					●				●	●	●		●			●			●		●	●			●	●		●				
Porsche		●										●			●	●			●		●	●	●	●		●	●			●				
Quaker		●										●				●																		
Seagram	●											●			●	●			●				●	●						●				
Teledyne	●																				●						●			●				
3M											●	●														●								
Volkswagen	●	●					●					●			●	●			●		●			●			●						●	
Weight Watchers	●														●	●																		
Zeibart	●	●																												●				

* Non-equity affiliation. Source: Doyle Dane Bernbach

DYR Worldwide

Clients:	Americas: United States	Canada	Argentina	Brazil	Chile	Colombia	Mexico	Peru	Puerto Rico	Venezuela	Europe: Austria	Belgium	Denmark	Finland	France	Germany	Greece	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK	South Africa	Middle East	Asia, Pacific: Australia	Hong Kong	Indonesia	Japan	Malaysia	New Zealand	Singapore	Thailand
Colgate-Palmolive																												●		●	●			
Dupont																												●		●				
Hong Kong Tourism	●																											●		●			●	
Time Inc.																												●		●			●	●

Source: DYR Worldwide

Eurocom Group

Clients:	Americas: United States	Canada	Argentina	Brazil	Chile	Colombia	Mexico	Peru	Puerto Rico	Venezuela	Europe: Austria	Belgium	Denmark	Finland	France	Germany	Greece	Italy	Netherlands	Norway	Portugal	Spain	Sweden	Switzerland	UK	South Africa	Middle East	Asia, Pacific: Australia	Hong Kong*	Indonesia	Japan*	Malaysia	New Zealand	Singapore*	Thailand
Agfa-Gevaert											●				●			●							●										
Buitoni															●			●	●						●										
Corn Products			●												●			●				●													
Dow Chemical													●		●	●		●	●	●			●		●										
General Foods															●			●							●										
L'Oreal	●																						●	●											
Lotus												●			●	●		●																	
Meridien	●			●																		●													
Peugeot																													●		●			●	
N.V. Philips															●			●						●											
RVI												●			●	●		●				●		●											

* Non-equity affiliation. Source: Eurocom Group

Foote, Cone & Belding

Clients:	Americas: United States	Canada	Argentina	Brazil	Costa Rica	Dom.Rep.	Ecuador	Guatemala	Mexico	Panama	Puerto Rico	Trinidad	Venezuela	Europe: Austria	Belgium	Denmark	France	Germany	Italy	Netherlands	Norway	Portugal	Spain	Sweden	UK	South Africa	Asia, Pacific: Australia	Hong Kong	Indonesia	Japan	Malaysia	New Zealand	Philippines	Singapore
Beiersdorf			●									●					●	●		●		●	●											
Bermuda Tourism	●	●																																
Bristol-Myers	●										●							●									●							
Cadbury Schweppes																●	●			●			●	●	●				●					
California Raisin Board	●	●													●	●		●		●	●			●	●	●								
Cinzano				●									●		●					●			●	●	●		●							
Citibank	●					●					●															●								
Clorox	●								●		●												●											
Colgate-Palmolive	●	●		●	●	●	●	●	●	●	●	●	●			●	●	●	●			●	●	●	●					●			
Computerland	●	●																							●		●							
Data General	●	●							●					●			●	●	●	●			●	●	●					●				●
Frito-Lay	●																																	
Gillette													●				●	●	●				●		●		●			●				
Hewlett Packard	●		●													●						●												
Hiram Walker	●		●						●				●		●		●	●	●			●	●			●		●						
Hoechst																	●			●				●		●								
Hughes Aircraft	●																	●																
Iberia Airlines										●													●											

(Continued from Page 45)

cies in 19 countries including the U.S., and DDB owns majority or maximum-allowable stock in all agencies. DDB also is affiliated with 15 agencies in which it holds no equity.

In 1984, DDB acquired a 40% interest in Brown Christensen/DDB in New Zealand. In 1974, non-U.S. gross income was $13.1 million, 25% of total gross income of $53.3 million. By 1979, non-U.S. gross income had reached $31.9 million, 31% of total gross income of $104 million.

International business won in 1984, billing more than $3 million, including Bristol-Myers Co., Clairol and IBM.

Business lost included Atari (U.S., Belgium, Switzerland, U.K., Japan, Hong Kong, Singapore), Porsche (U.S., Netherlands, Hong Kong) and Cote d'Or (Netherlands, Spain).

Top international execs: Joseph Daly, chairman; Barry Loughrane, president-ceo; John Bernbach, president-intl.; Nicolai von Dellingshausen, president, DDB Europe; Steven Burton, senior vp, cfo-intl. division.#

DYR Worldwide

DYR Worldwide, New York, a 50-50 joint venture between Young & Rubicam and Tokyo-based Dentsu Inc., had 1984 non-U.S. gross income of $15.7 million—42.5% of total gross income of $36.9 million.

The network, which opened its first shop Nov. 1, 1981, had 1983 non-U.S. gross income of $12 million—40.8% of total gross income of $29.4 million.

The network consists of eight agencies in seven countries and is concentrated in the Pacific. DYR also is purchasing an equity position in R.W. Eggert in Duesseldorf.

In 1984, the DYR network won non-U.S. business from Colgate-Palmolive Co. (Japan, Malaysia), Beatrice Cos. (Australia) and Johnson & Johnson (Japan, Hong Kong).

Top international executives: Tetsuro Umegaki, chairman-Tokyo (retiring June 28); Alexander Brody, president-New York; Jerry Roberts, chairman-DYR USA; Shunya Hashiguchi, president-DYR Japan, and managing directors Bo Seifert (Hong Kong), David Harrison (Malaysia), Takeshi Inamori (Singapore) and Teddy Palasthira (Thailand).

Young & Rubicam, which has an extensive international network apart from its holdings in DYR, is profiled separately in this report. Dentsu has only one full-service office overseas (outside of the DYR network), located in Bangkok. Major clients include Toyota, KAO, Bridgestone, Glico and Daimaru department stores.#

Eurocom Group

Eurocom Group, Paris, had gross income of $35.1 million from sources outside France in 1984—33.7% of total gross income of $104.3 million.

Eurocom owns majority or maximum-allowable stock in 16 agencies and is affiliated with eight.

Eurocom's gross income and billings include only financial results from those agencies that are part of Eurocom and not affiliates of Eurocom's parent, the Univas Network. Eurocom foreign shops include those in the HCM network (formed in September in a merger of Eurocom's Havas Conseil subsidiary in Paris with Young & Rubicam's New York-based Marsteller). Eurocom holds a 51% interest in HCM, while Y&R holds 49%. Eurocom also includes ATA Univas in Italy (80% interest) and UNICOM in Switzerland (80%). Other nonequity agencies are included under the larger Eurocom network banner.

If total (rather than percentage ownership) gross income of all Eurocom network foreign holdings (including Eurocom Group) is considered, the network would have gross income

(Continued on Page 47)

Foote, Cone & Belding

Clients:	Americas												Europe												South Africa	Asia, Pacific								
	United States	Canada	Argentina	Brazil	Costa Rica	Dom.Rep.	Ecuador	Guatemala	Mexico	Panama	Puerto Rico	Trinidad	Venezuela	Austria	Belgium	Denmark	France	Germany	Italy	Netherlands	Norway	Portugal	Spain	Sweden	UK		Australia	Hong Kong	Indonesia	Japan	Malaysia	New Zealand	Philippines	Singapore
Imperial Chemical		•															•	•				•			•	•								
Iveco	•													•						•			•											
S.C. Johnson	•	•			•											•	•		•		•	•	•	•	•				•					
Kimberly-Clark	•	•		•	•			•		•			•		•					•					•		•				•			•
Kraft	•	•													•			•	•		•		•		•										
Matsushita					•			•		•																								
Max Factor								•																			•			•				•
Mazda	•	•									•				•															•				•
Melitta																		•									•	•						•
Monsanto						•		•	•	•	•		•																					
Nestle	•						•					•					•																	
North Sea Ferries															•			•		•														
Pearle Vision	•								•		•														•									
Philip Morris	•										•																							
Pizza Hut																		•							•					•				•
Quaker Oats											•							•			•													
Rothmans																										•		•						•
Sears	•	•									•																							
Shulton		•												•					•				•		•	•								
Siemens														•							•					•								
Sunkist Fresh Fruit	•	•													•		•										•	•						
Warner-Lambert											•											•											•	
Wrigley Co.																		•	•	•			•											

Source: Foote, Cone & Belding

GGK

Clients:	Americas										Europe															South Africa	Middle East	Asia, Pacific							
	United States	Canada	Argentina	Brazil	Chile	Colombia	Mexico	Peru	Puerto Rico	Venezuela	Austria	Belgium	Denmark	Finland	France	Germany	Greece	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK			Australia	Hong Kong	Indonesia	Japan	Malaysia	New Zealand	Singapore	Thailand
Henkel											•					•		•			•													
Hoffman LaRoche				•																														
IBM											•				•	•		•	•				•	•										
IWC	•										•				•	•		•	•		•		•											
Jaegermeister											•				•	•		•					•											
Porsche Design	•										•				•	•		•	•		•		•	•										
Swissair	•			•							•				•	•		•	•		•		•	•										
UTC	•														•	•								•										

Source: GGK

Grey Advertising

Clients:	Americas										Europe															South Africa	Middle East	Asia, Pacific							
	United States	Canada	Argentina	Brazil*	Chile	Mexico	Peru	Puerto Rico*	Uruguay	Venezuela	Austria	Belgium	Denmark	France	Germany*	Greece*	Italy	Netherlands	Norway	Portugal*	Spain	Sweden	Switzerland	UK			Australia	Hong Kong	Japan	New Zealand	Philippines*	Singapore	Taiwan*	Thailand
AES		•										•			•						•		•	•										
Agfa-Gevaert					•												•				•													
Bankamerica	•	•	•		•	•	•		•	•	•	•	•	•	•	•	•	•	•		•	•	•	•		•	•	•	•	•	•	•	•	•
BAT														•	•	•	•				•				•									
Beecham	•	•			•	•		•						•	•	•	•				•		•	•	•	•			•					
Block Drug Co.	•	•		•		•				•	•	•	•	•	•	•	•	•		•	•	•	•	•	•	•		•	•	•		•		
Bristol-Myers	•							•																	•	•			•					
BSN Gervais Danone											•			•	•																			
Canada Dry	•	•			•					•																								
Canon	•	•												•											•	•								
Carter Wallace	•											•			•											•								
Ciba-Geigy		•			•		•		•	•								•																
Combe		•										•						•																
Corning												•		•				•																	
General Foods	•	•			•		•			•				•		•						•		•		•				•				
General Mills Toys	•										•	•		•	•		•	•			•			•		•								
BF Goodrich	•	•	•								•	•	•	•	•		•		•			•	•	•			•		•					
Hewlett Packard											•			•									•											
InterContinental Hotels	•	•								•	•	•		•	•	•		•			•		•	•			•	•						
Kroy	•	•												•							•			•			•							
Melitta											•	•	•	•	•			•				•	•	•										

(Continued from Page 46)

from sources outside France of $96 million—49.1% of total gross income of $195.5 million.

International business billing more than $3 million won in 1984 included Buitoni Foods and Meridien.

The network's top international exec is Bernard Brochand, general manager-exec vp, Eurocom Group.

In the accompanying chart, the client list is exclusive of accounts handled by HCM, listed separately in this report.#

Foote, Cone & Belding

Foote, Cone & Belding, Chicago, in 1984 had non-U.S. gross income of $71.7 million—26.7% of total gross income of $268.5 million.

FCB holds majority or maximum-allowable interest in 46 agencies, minority interest in 21 agencies and is affiliated with 35 agencies in which it holds no equity.

FCB's non-U.S. gross income in 1974 was $15.5 million—30.3% of total gross income of $51.2 million. By 1979, non-U.S. gross income reached $43.9 million—31.7% of total gross income of $138.5 million.

In 1984, FCB acquired 100% ownership in NCK Organization Ltd., with offices in Europe, Canada and the Caribbean (advertising). It acquired majority ownership in Siboney Group of Agencies, Latin America and New York (advertising), and minority ownership in Mainstream Advertising Ltd., Auckland; Basic Advertising, Manila; Shorter Pty. Ltd., Perth (advertising), and Partnership in Advertising & Marketing, Johannesburg.

International business billing more than $3 million won in 1984 included Motta (Italy), Iberia Airlines, ComputerLand, Gillette Co. (Europe), H.J. Heinz Co. soups (U.K.), Mazda (Canada), Rothmans (Australia) and ICI (Germany, Portugal).

Also added in 1984 were accounts with Matsushita, Monsanto Co. and Nestle Foods (Ecuador, Trinidad), gained with the acquisition of Siboney in Latin America.

Major international business lost by FCB included Cinzano (Greece, Italy, Spain, U.K.) and Unilever (Germany, Italy).

Top international executives: Norman Brown, president-ceo, FCB Communications; William Kiely, chairman, FCB/Europe; Emine Messiqua, president, FCB/Europe; Antonio Beja, president, FCB/Latin America/Pacific/South Africa, and exec vps Michael Woodward (Europe), James Tucker (Pacific) and Jose Manuel Cubas (Latin America).#

GGK

GGK, Basle, in 1984 had gross income from sources outside Switzerland of $27.5 million—86.8% of total gross income of $31.7 million.

GGK owns maximum allowable interest in 14 shops in 10 countries. New agencies added to the network in 1984 included GGK Paris, GGK Barcelona and GGK Madrid, all wholly owned.

Last year the network also added LPGP/GGK New York and GGK London, in which GGK owns a majority interest.

In 1974, GGK's non-Swiss gross income was $6.1 million—76.3% of total gross income of $8 million.

By 1979, international gross income was $17.5 million—81.4% of total gross income of $21.5 million. Major international business added in 1984 included Porsche Design ($3.2 million) and Henkel AG ($3 million).

Top international executives: Wolf Rogosky, president, GGK International; Gary Washer, GGK London (who in 1984 became international new business director), and Volkmar Gunther, GGK Duesseldorf, international financial director.#

Grey Advertising

Clients:	United States	Canada	Argentina	Brazil*	Chile	Mexico	Peru	Puerto Rico*	Uruguay	Venezuela	Austria	Belgium	Denmark	France	Germany	Greece*	Italy	Netherlands	Norway	Portugal*	Spain	Sweden	Switzerland	UK	South Africa	Middle East*	Australia	Hong Kong	Japan	New Zealand	Philippines*	Singapore	Taiwan*	Thailand
Mennen	•	•								•	•				•				•			•		•							•				
Northwest Orient Airlines	•											•	•				•	•	•			•		•											
Pioneer											•	•		•	•		•	•	•		•	•	•	•											
Playtex International	•	•			•	•								•							•			•	•										
Procter & Gamble	•	•			•	•	•	•		•	•	•	•	•	•		•	•			•	•	•	•						•					
Remington Prods.	•	•								•												•					•	•	•	•			•	
Renault	•	•	•																															
Revlon	•	•		•	•		•		•	•		•		•	•	•	•	•			•	•		•	•		•	•	•	•		•	•	•
Seagram		•			•		•									•	•												•					
Shell			•	•								•	•							•					•					•				•
Simplicity		•										•												•	•		•			•				
STP	•	•																																•
3M	•									•					•						•								•					
Timex	•	•										•	•		•			•	•	•		•		•						•				
Warner Bros.	•	•										•					•	•				•		•										

* Non-equity affiliation. Source: Grey Advertising

Hakuhodo Inc.

Clients:	United States	Canada	Argentina	Brazil	Chile	Colombia	Mexico	Peru	Puerto Rico	Venezuela	Austria	Belgium	Denmark	Finland	France	Germany	Greece	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK*	South Africa	Middle East	Australia*	Hong Kong*	Indonesia	Japan	Malaysia	New Zealand	Singapore	Thailand
Ajinomoto	•																													•	•			•
Bridgestone																								•						•				•
Canon	•																													•	•			
Citizen	•			•												•								•				•		•	•		•	
Japan Air Lines																								•						•	•		•	
KAO																								•						•	•		•	•
Matsushita																														•			•	•
Nippon Electric	•															•								•				•		•	•		•	•
Shiseido																•														•				•
Taisho																														•	•			
TEC	•															•														•				
Toshiba	•															•											•			•	•			

* Non-equity affiliation. Source: Hakuhodo Inc.

HCM

Clients:	United States	Canada	Argentina	Brazil	Chile	Colombia	Mexico	Peru	Puerto Rico	Venezuela	Austria	Belgium	Denmark	Finland	France	Germany	Greece	Italy	Netherlands	Norway	Portugal	Spain	Sweden*	Switzerland	UK	South Africa	Middle East	Australia	Hong Kong	Indonesia	Japan	Malaysia	New Zealand	Singapore	Thailand
Agfa-Gevaert																•						•		•										
Air France												•			•			•																
Beatrice Food	•											•			•	•						•												
Beiersdorf												•			•				•				•											
BSN Gervais Danone	•											•			•	•		•				•												
Chanel															•	•		•																
Damart															•			•				•												
Dow	•											•										•		•										
Dupont												•			•			•						•	•									
Flying Tigers	•											•			•	•																		
Henkel															•				•			•												
Israeli Tourism	•											•			•	•		•	•		•				•									
Jacobs Suchard															•						•	•		•										
L'Oreal												•			•	•		•	•			•												
Meridien															•			•			•													
Pernod Ricard	•														•			•			•			•										
Peugeot/Talbot												•			•	•		•	•		•	•		•										
3M												•										•												

* Non-equity affiliation. Source: HCM

Kenyon & Eckhardt

Clients:	United States	Canada	Argentina	Brazil	Chile	Colombia	Mexico	Peru	Puerto Rico	Trinidad	Austria	Belgium	Denmark	Finland	France	Germany	Greece	Italy	Netherlands	Norway	Spain	Sweden	Switzerland*	UK	South Africa	Middle East	Hong Kong	India	Japan	New Zealand	Philippines*	Singapore	Sri Lanka	Thailand
Bulgari	•													•									•											

Grey Advertising

Grey Advertising, New York, in 1984 had non-U.S. gross income of $99 million—39% of total gross income of $254.1 million.

The Grey network consists of 52 agencies in 27 countries including the U.S., plus 20 affiliated agencies.

In 1974, Grey's non-U.S. gross income was $25.9 million—37.5% of total gross income of $69 million. In 1979, non-U.S. gross income was $70.5 million—48.6% of total gross income of $145.1 million.

New agencies added in 1984 included Dalziel Harper & Grey, Melbourne; Mackay Dalziel Harper & Grey, Canberra; Casares, Grey & Asociados, Buenos Aires; Ideas y Hechos/Grey, Mexico City; CNP & Grey, Lima; ARC-Everetts International, London; Rafael Vegas, Caracas, and Grey Direct agencies in Brussels, Copenhagen, Geneva, Paris, Stockholm and Vienna.

Major international business gains in 1984 included Televideo Systems (Austria, Denmark, France, Germany, Japan, Netherlands, Norway, Sweden, Switzerland), Beecham (France, Mexico, Switzerland, U.K.), Intercontinental Hotels (Australia, Canada, France, Greece, Venezuela), General Mills Toys (Austria, Italy), Revlon (Hong Kong, Singapore, Taiwan) and Procter & Gamble Co. (Denmark).

Top international executives: Edward Meyer, chairman-president; Anthony Thurston, general manager-international and area directors Norman Vale (Europe, Africa, Middle East), Frank Clarke (Americas) and T. Bruce McDonald (Pacific).#

Hakuhodo Inc.

Hakuhodo Inc., Japan, had non-Japanese gross income in 1984 of $10.7 million—5.4% of total gross income of $198 million.

Hakuhodo holds majority or maximum-allowable interest in six agencies outside Japan and has affiliate (non-equity) relationships with seven.

In 1974, Hakuhodo's international gross income was $920,000—2.1% of total gross income of $43 million. By 1979, international gross income had reached $4.9 million—3.8% of total gross income of $127 million.

Major multinational clients listed on the accompanying chart, also listed in 1983, include Ajinomoto, Citizen, KAO and Nippon Electric.

The rest are either expanded or new accounts.

Top international execs: Michitaka Kondo, chairman-ceo; Ritsuo Isobe, president.#

HCM

HCM, New York, created by the September merger of the Paris-based agency Havas Conseil part of the Eurocom network, with Young & Rubicam's New York-based Marsteller, in 1984 had non-U.S. gross income of $41 million, 54.4% of total gross income of $75.3 million.

Havas Conseil accounted for the bulk of international billings.

HCM holds majority or maximum-allowable stock in all its 18 agencies.

For comparison purposes, combined non-U.S. gross income for Havas Conseil and Marsteller in 1974 would have been $15.8 million—49.1% of total gross income of $32.2 million. In 1979, non-U.S. gross income would have totaled $27.8 million—42.4% of total gross income of $65.6 million.

Y&R and Eurocom are listed separately in this report, and accounts held by HCM are not included in the account listings of those agencies.

International business billing more than $3 million won in 1984 included Jacobs Suchard, N.V. Philips, BSN Gervais Danone and Meridien.

Top international executives: Rob-

(Continued on Page 50)

Kenyon & Eckhardt

Clients:	Americas										Europe																Africa		Asia, Pacific							
	United States	Canada	Argentina	Brazil	Chile	Colombia	Mexico	Peru	Puerto Rico	Trinidad	Austria	Belgium	Denmark	Finland	France	Germany	Greece	Italy	Netherlands	Norway	Spain	Sweden	Switzerland*	UK		South Africa	Middle East	Hong Kong	India	Japan	New Zealand	Philippines*	Singapore	Sri Lanka	Thailand
Chrysler	●	●					●		●																		●								
Gulf Air															●	●								●			●								
Helena Rubinstein							●			●					●	●		●						●								●		●	
Holiday Inns	●																							●								●			

* Non-equity affiliation. Source: Kenyon & Eckhardt

Ketchum International

Clients:	Americas										Europe																Africa*		Asia, Pacific*							
	United States	Canada*	Argentina*	Brazil*	Chile	Colombia	Mexico	Peru	Puerto Rico*	Venezuela*	Austria	Belgium*	Denmark*	Finland	France	Germany	Greece*	Italy*	Netherlands*	Norway	Portugal	Spain*	Sweden*	Switzerland*	UK		South Africa*	Middle East	Australia*	Hong Kong	Indonesia	Japan	Malaysia	New Zealand*	Singapore	Thailand*
Bank of America	●			●																					●				●		●				
BWIA International	●															●									●				●		●				
Commonwealth of PA	●														●	●									●				●		●				
PPG Industries	●	●													●										●				●		●				
Westinghouse Electric	●			●												●									●				●	●	●			●	

* Non-equity affiliation. Source: Ketchum International

Marschalk Campbell-Ewald Worldwide

Clients:	Americas										Europe																Africa		Asia, Pacific							
	United States	Canada	Argentina	Brazil	Chile	Colombia	Mexico	Peru	Puerto Rico	Venezuela	Austria	Belgium	Denmark	Finland	France	Germany	Greece	Italy	Netherlands	Norway	Portugal	Spain	Sweden	Switzerland	UK		South Africa	Middle East	Australia	Hong Kong	Indonesia	Japan	Malaysia	New Zealand	Singapore	Thailand
Coca-Cola	●						●					●				●			●						●		●									
Eastern Airlines	●						●																													
General Motors	●	●										●						●							●		●									
Henkel		●									●	●			●	●		●	●						●		●									
IDV/Gilbeys		●																									●		●							
Nestle							●								●	●																				
RJR/Heublein	●						●											●	●						●											
Rothmans												●													●				●							
Unilever												●			●										●											

Source: Marschalk Campbell-Ewald Worldwide

McCann-Erickson Worldwide

Clients:	Americas										Europe																Africa*			Asia, Pacific						
	United States	Canada	Argentina	Brazil	Chile	Colombia	Mexico	Peru	Uruguay	Venezuela	Austria	Belgium	Denmark	Finland	France	Germany	Greece	Italy	Netherlands	Norway	Portugal	Spain	Sweden	Switzerland	UK		Kenya	South Africa	Middle East*	Australia	Hong Kong	Japan	New Zealand	Philippines	Singapore	Thailand
Amex	●	●									●					●	●								●											
American Home Products		●		●		●		●								●							●		●			●						●		
Bayer/Miles	●		●			●	●				●				●						●				●		●								●	●	
Beatrice	●	●		●		●		●		●																								●	●	
Black & Decker			●	●			●				●	●		●	●	●		●		●	●	●	●	●	●								●			
Carnation											●				●		●	●						●													
Casio				●	●	●		●	●	●																					●	●		●		
Chesebrough-Pond's																		●			●	●					●									
Coca-Cola	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		●	●		●	●	●	●	●	●	●
CPC												●						●	●										●							
Del Monte	●	●					●			●	●	●	●	●	●	●			●	●			●		●						●	●		●	●	
Dow Chemical			●		●	●				●																				●						
Eastman Kodak	●	●					●				●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		●									
Exxon/Esso	●		●	●	●		●		●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		●				●	●		●	●	●
Federal Express												●			●	●		●			●			●	●							●	●				
General Motors	●		●	●			●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●				●	●	●		●	●		
Gillette	●				●	●	●	●	●	●					●			●				●									●	●	●	●	●	●	●
Goodyear			●	●	●	●	●	●		●	●		●		●	●	●	●	●		●		●	●	●						●	●	●		●	●	●
Henkel				●			●				●	●			●	●		●	●		●								●	●					●	●	
Heublein	●				●																								●			●			●	●	●
ICI															●				●						●						●						
Intergold	●															●		●			●																
ITT					●															●	●											●	●	●			
Johnson & Johnson	●	●	●					●	●				●							●						●				●		●		●	●	
S.C. Johnson										●						●																				
Kuwait Air													●		●		●	●	●					●					●					●			
Levi Strauss	●	●										●		●	●	●		●	●			●		●						●	●	●	●	●	●	●

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ert Schmetterer, ceo; Louis Magnani, president-USA; Alan de Pouzilhac, president-Europe, and exec vps M. Drazen, Dale Landsman, Thomas Sharp, Milton Lynnes, Bert Rosenberg.#

Kenyon & Eckhardt

Kenyon & Eckhardt, New York, in 1984 had non-U.S. gross income of $15.1 million, 26.7% of total gross income of $56.4 million. Non-U.S. billings were $101.1 million, 26.9% of total billings of $376.2 million.

K&E holds majority or maximum-allowable stock in 12 agencies, minority interest in 16 agencies and is affiliated with 17 agencies in which it holds no equity. In 1984, K&E de Espana, Madrid was added. In 1974, non-U.S. gross income was $12.6 million—45.7% of total gross income of $27.6 million. By 1979, non-U.S. gross income was $15.8 million—32.1% of total gross income of $49.2 million.

In 1984, the network added Holiday Inns (U.K.) and lost the Puerto Rico Industrial Development account (France, Puerto Rico, Spain, U.S.).

Top international executives: Leo-Arthur Kelmenson, chairman-ceo; Murray Smith, exec vp; Peter Handley, senior vp-area director, Europe; Michael Anderson, senior vp-area director, Asia/Pacific; Andre de Louckx, senior vp-area director, Latin America/Caribbean; Shawki Safieddine, vp-area director, Middle East, and Michael Sampietro, senior vp-international financial controller.#

Ketchum International

Ketchum International, Pittsburgh, had non-U.S. gross income of $7.8 million, or 12.8% of total gross income of $60.9 million in 1984.

Ketchum owns majority or maximum-allowable interest in three non-U.S. agencies and minority interest in three. In 1984, the agency added AAP Ketchum in London. Ketchum also is affiliated with 40 agencies in which it holds no equity.

In 1974, non-U.S. gross income was $5.4 million—23.8% of total gross income of $22.8 million. By 1979, non-U.S. gross income had dipped to $5 million—14.1% of total gross income of $35.6 million.

The network added Miller Brewing's Lite beer (Japan) as a client in 1984; it lost Rockwell International and Caesar's Boardwalk Regency.

The company's top international executive is Thomas Smith, president of Ketchum International, who moved in 1984 from president of Ketchum Advertising, Pittsburgh. He replaced Joseph Coogle, now exec-vp of Ketchum Communications, the parent company.#

Marschalk Campbell-Ewald Worldwide

Marschalk Campbell-Ewald Worldwide, New York, in 1984 had non-U.S. gross income of $28.1 million, 20% of total gross income of $140.3 million.

MCE holds majority or maximum-allowable interest in 23 agencies, minority interest in 18 agencies and is affiliated with 11 agencies in which it holds no equity. In 1984, Pirella Goettsche in Italy was added to the network as a wholly owned agency.

MCE was a 1980 combination of Marschalk and Campbell-Ewald Co.

For comparison purposes, the combined business of the two agencies in 1974 would have totaled estimated gross income of $26.8 million—all in the U.S. By 1979, non-U.S. gross income would have totaled $44.7 million—44.3% of total gross income of $100.9 million.

Major international business won in 1984 included new assignments for Coca-Cola Co. (Mexico, Netherlands,

(Continued on Page 54)

McCann-Erickson Worldwide

Clients:	Americas: United States	Canada	Argentina	Brazil	Chile	Colombia	Mexico	Peru	Uruguay	Venezuela	Europe: Austria	Belgium	Denmark	Finland	France	Germany	Greece	Italy	Netherlands	Norway	Portugal	Spain	Sweden	Switzerland	UK	Kenya	South Africa	Middle East*	Asia, Pacific: Australia	Hong Kong	Japan	New Zealand	Philippines	Singapore	Thailand
L'Oreal	●		●	●	●	●	●		●	●	●	●		●	●	●	●	●	●	●		●	●				●	●		●				●	●
Lockheed	●			●			●						●		●						●				●			●	●		●	●				
Lufthansa	●	●		●		●	●	●		●		●	●		●	●		●				●				●				●					
Martini & Rossi	●	●		●		●	●		●	●	●	●	●			●		●	●		●	●		●	●				●			●	●		
Nabisco		●														●		●			●	●			●				●	●	●		●	●	
Nestle	●			●	●		●	●	●	●	●	●				●		●			●	●		●	●	●			●	●	●	●	●			●
Philips					●																●												●			
Quaker Oats				●		●	●									●													●				●			
Reckitt & Colman																											●		●			●		●	
R.J. Reynolds	●	●	●	●	●		●					●	●	●	●	●	●	●	●	●		●	●	●	●	●	●		●	●	●			●	
Richardson-Vicks				●						●																				●			●		
Texas Instruments	●	●		●			●				●	●	●	●	●	●		●	●	●	●	●	●	●	●				●	●			●		
Unilever	●	●		●		●	●				●	●	●	●		●	●	●	●		●	●		●	●	●					●		●		
Union Carbide				●						●		●															●		●						
Warner-Lambert																●									●	●									

* Non-equity affiliation. Source: McCann-Erickson Worldwide

Needham Harper Worldwide

Clients:	Americas: United States	Canada	Argentina	Brazil	Chile	Colombia	Mexico	Peru	Puerto Rico	Venezuela	Europe: Austria	Belgium	Denmark	Finland	France	Germany	Greece	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK	South Africa	Middle East	Asia, Pacific: Australia	Hong Kong	Japan*	Malaysia	New Zealand	Singapore	Taiwan	Thailand
BAT																●							●												
Boots Drugs																			●								●	●		●			●	●
Fortune Magazine	●															●		●						●			●	●	●						
Honda	●	●																			●							●		●					
McDonald's	●										●					●			●		●		●				●	●			●	●	●	●
Ramada Inns	●	●														●																		
Sara Lee																											●	●			●			
G.D. Searle	●																										●				●			
Wrigley Co.	●																										●				●	●		
Xerox	●	●									●					●			●			●					●				●			

* Non-equity affiliation. Source: Needham Harper Worldwide.

Ogilvy & Mather

Clients:	Americas: United States	Canada	Argentina	Brazil	Chile	Colombia	Ecuador*	Mexico	Uruguay*	Venezuela	Europe: Austria	Belgium	Denmark	Finland	France	Germany	Ireland	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK	South Africa	Kenya	Asia, Pacific: Australia	Hong Kong	India	Japan	Malaysia	New Zealand	Singapore	Thailand
Air Canada		●									●	●	●		●	●		●					●	●	●		●		●				●	●
Alfred Benzon												●	●	●					●															
American Cyanamid	●													●																				●
American Express	●	●	●	●	●		●	●		●		●	●	●	●	●	●	●	●	●	●	●	●	●			●	●	●		●	●		●
Avon	●	●	●	●				●		●	●	●			●	●		●	●		●			●			●				●	●		●
BAT	●		●	●	●			●	●			●				●	●		●	●						●		●						
Bayer/Miles																		●										●	●		●		●		
Beecham				●				●		●			●		●	●	●	●	●		●		●	●	●		●	●	●	●	●				●
Beiersdorf											●	●				●			●				●												
British Tourist	●	●	●	●				●			●	●	●	●	●	●		●	●	●	●	●		●		●		●	●				●	●	●
Chesebrough-Pond's	●		●	●		●				●				●														●	●	●				●	●
Ciba-Geigy	●	●		●					●							●					●													●	●
Duracell		●		●																			●					●						●	
Ford														●									●	●				●	●						
General Foods	●	●	●	●				●			●			●		●	●			●									●	●		●		●	●
Guinness	●															●	●	●	●				●	●			●	●	●	●	●	●	●	●	●
Hunter Douglas																	●			●						●		●						●	
IBM																	●			●				●		●		●							
Johnson & Johnson		●						●																				●		●			●		●
Kimberly-Clark	●	●														●								●					●			●			●
Korean Air	●							●			●					●							●	●				●	●				●	●	
Mattel	●	●						●				●				●	●		●	●		●		●		●		●	●			●		●	
Mercedes Benz			●	●							●					●	●				●					●						●			
Nestle					●													●	●					●		●		●				●			
Oce Industries											●	●	●			●	●		●	●	●	●	●		●				●					●	
Parker	●	●	●	●	●	●		●			●	●	●	●		●	●		●	●	●	●	●	●	●		●		●	●		●		●	●

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South Africa) and for Henkel AG (Canada, Germany, South Africa, Spain). Major losses included Goodyear Tire & Rubber Co., N.V. Philips and R.J. Reynolds Industries/Heublein (Belgium, France, Germany).

Top international executives: Richard O'Connor, chairman-ceo, MCE Worldwide; Lester Delano, president-chief operating officer, MCE Worldwide, and Edward Palevich, exec vp-international.#

McCann-Erickson Worldwide

McCann-Erickson Worldwide, New York, had non-U.S. gross income in 1984 of $206.7 million, 63.5% of total gross income of $325.2 million.

McCann-Erickson owns majority or maximum-allowable stock in 90 agencies and is affiliated with 22 agencies. In 1984, McCann added two wholly owned agencies, Clarin in Madrid and de Villiers in Johannesburg, while McCann-Erickson/Zambia in Lusaka was sold to Young & Rubicam.

In 1974, non-U.S. gross income was $73.8 million—69.9% of total gross income of $105.4 million. By 1979, non-U.S. gross income reached $180.9 million—72.3% of total gross income of $250.4 million.

Clients represented in 20 or more countries by McCann (which has equity in agencies in more countries than listed on the accompanying chart) include: Coca-Cola Co. (47), Del Monte (20), Exxon/Esso (34), General Motors (32), Gillette Co. (29), Goodyear Tire & Rubber Co. (32), Johnson & Johnson (22), Eastman Kodak Co. (27), L'Oreal (35), Martini & Rossi (24), Nestle Foods (29), R.J. Reynolds Industries (29), Texas Instruments (21) and Unilever (23).

Some clients that met Ad Age's criteria were not included because they are clients in countries not listed: Bata Shoe (4 countries), Beiersdorf (5), Du Pont (4), General Electric (3), IBM (4) and Swift & Co. (3).

In 1984, the network won new international business from Eastman Kodak, Martini & Rossi, R.J. Reynolds, Unilever, American Express, Goodyear, Tissot, General Motors, Heublein, Coca-Cola, Black & Decker and Federal Express.

Top international execs: Bill Mackey, chairman; Bob James, ceo; John Bergin, Barry Day and J. McNamara, vice-chairmen. Exec vps: Gianni Cottardo and Jerry Shively (Europe), Michael Ferrier (Europe/Africa), Jens Olesen (Latin America) and Max Cusnir (Asia/Pacific).#

Needham Harper Worldwide

Needham Harper Worldwide, New York, had non-U.S. gross income in 1984 of $18 million, 15.6% of total gross income of $114.7 million.

Needham owns majority or maximum-allowable interest in five agencies, minority interest in 17 agencies and is affiliated with one agency in which it holds no equity. In 1984, Needham purchased minority ownership in Perceptum Needham in Stockholm. Needham's international business has decreased as a percentage of its over-all business. In 1974, Needham's non-U.S. gross income was $7.1 million—23% of the agency's total gross income of $30.6 million. In 1979, non-U.S. gross income was $9.4 million—18.6% of total gross income of $50.4 million.

Major international business added in 1984 included *Fortune*, McDonald's (Thailand, Taiwan), Boots Co.'s cough remedies (Netherlands, Taiwan, Malaysia) and B.A.T. (Sweden). Losses included G.D. Searle & Co. (U.K.).

Top international executives include John Bradstock, president, and Norval B. Stephens Jr., exec vp.#

Ogilvy & Mather

Clients:	Americas: United States	Canada	Argentina	Brazil	Chile	Colombia	Ecuador*	Mexico	Uruguay*	Venezuela	Europe: Austria	Belgium	Denmark	Finland	France	Germany	Ireland	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK	South Africa	Kenya	Asia, Pacific: Australia	Hong Kong	India	Japan	Malaysia	New Zealand	Singapore	Thailand
PepsiCo				•										•						•		•												
N.V. Philips			•	•				•	•				•	•		•			•	•	•	•	•			•		•	•		•	•	•	•
Richardson-Vicks	•										•				•	•					•	•			•			•	•		•	•	•	
Seagram	•	•		•			•			•		•			•	•		•			•		•	•	•		•	•			•		•	
G.D. Searle	•	•						•		•			•		•						•		•	•	•		•					•	•	
Shell	•	•	•	•	•			•		•	•	•		•		•			•	•	•	•	•	•			•					•	•	•
TWA	•										•	•		•	•	•		•	•	•	•	•	•	•		•	•				•	•	•	•
Unilever	•	•	•	•	•	•	•	•			•	•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		•	•	•	•
Warner-Lambert																			•												•		•	•
Wagner Spray Tech	•	•										•	•		•	•			•				•				•							

* Non-equity affiliation. Source: Ogilvy & Mather International.

Ogilvy & Mather

Ogilvy & Mather International, New York (now Ogilvy & Mather Worldwide), in 1984 had non-U.S. gross income of $136.7 million—37.6% of total gross income of $363.3 million.

O&M owns majority or maximum-allowable stock in 96 agencies, minority interest in 32 agencies and is affiliated with 16 agencies.

In 1974, non-U.S. gross income was $49 million—59% of total gross income of $83.3 million. In 1979, non-U.S. gross income was $96.7 million—52% of the total ($186.9 million).

Agencies added to the network in 1984 included Wilson Hartnell in Dublin (majority interest); O&M K.K., Tokyo (100%); O&M, Rightford, Searle-Tripp Makin in Johannesburg (minority); Reklam Moran A.S., Istanbul (associate); Northcote Asociados in Santiago (minority); Dougherty (100%) and Weston Communications, Sydney (100%), and Trenear-Harvey, Bird & Watson, London (100%).

International business won in 1984 included American Express (Spain, Switzerland), Avon Products (Australia, Spain, Venezuela), B.A.T. (Germany), Beecham (Japan), Duracell Inc. (Brazil, Canada, Hong Kong, Singapore, Taiwan), General Foods (Mexico), Guinness (worldwide), Kimberly-Clark (U.K.), Mattel (Belgium, Ecuador, Hong Kong, Indonesia, Malaysia, Netherlands, Singapore, Switzerland, Taiwan), PepsiCo (Brazil, Singapore), N.V. Philips (Finland, Germany, Norway, Sweden, Uruguay, U.K.), Richardson-Vicks (Sweden, Switzerland), G.D. Searle & Co. (U.K.), Shell Oil Co. (Korea, Mexico, Spain, Switzerland, Thailand), Trans World Airlines (Switzerland) and Wagner Spray Tech (worldwide).

Clients represented in 20 or more countries by O&M include: American Express (30 countries), Beecham (21), British Tourist Authority (23), General Foods (20), Parker Pen (30), Shell (26) and Unilever (32).

Top international execs: William Phillips, chairman; Ken Roman, president; Michael Ball, vice-chairman, worldwide development; Michael Baulk, managing director, London, and Norman Berry, president, O&M New York.

O&M restricted its chart list to clients served in five or more countries. (Alfred Benzon, listed in only four countries, also is carried in Greece.)#

Publicis International

Clients:	Americas: United States	Canada	Argentina	Brazil	Chile	Colombia	Mexico	Peru	Puerto Rico	Venezuela	Europe: Austria	Belgium	Denmark	Finland	France	Germany	Greece	Italy	Netherlands	Norway	Portugal	Spain	Sweden	Switzerland	UK	South Africa	Middle East	Asia, Pacific: Australia	Hong Kong	Indonesia	Japan	Malaysia	New Zealand	Singapore	Thailand
Air France													•		•	•							•	•											
Boursin												•			•	•			•					•											
Dim	•											•	•		•			•	•		•	•	•	•	•										
Europ-Assistance												•			•							•													
Europcar												•			•	•		•	•		•	•		•	•										
European Parliament												•	•		•	•		•	•						•										
Henkel											•	•			•	•			•																
L'Oreal	•										•	•	•		•	•		•	•		•	•	•		•										
Nestle											•	•			•				•					•											
N.V. Philips															•				•		•		•	•	•										
Renault											•	•			•	•			•		•		•	•	•										
Waterman												•			•	•		•	•			•			•										

Source: Publicis International

Publicis International

Publicis International, Paris, had 1984 gross income from sources outside France of $35.4 million—45.2% of total gross income of $78.3 million.

Publicis owns majority or maximum-allowable stock in 23 agencies, minority interest in two agencies and is affiliated with two agencies in which it holds no equity.

In 1979, non-French gross income was estimated at $29.9 million—40% of total gross income of $74.8 million. By 1983, non-French gross income was $27.1 million—33% of total gross income of $82.1 million.

In 1984, Publicis won business billing more than $3 million in new assignments from L'Oreal.

Top international execs: Claude Marcus, chairman; Gerard Pedraglio, vice-chairman; Michael Conroy, chairman of McCormick Publicis, regional director (U.K., Netherlands), and Karl-Heinz Langhans, chairman of Publicis Intermarco-Farner, regional director (Germany, Scandinavia).#

Roux, Seguela, Cayzac & Goudard

Clients:	Americas: United States	Canada	Argentina	Brazil	Chile	Colombia	Mexico	Peru	Puerto Rico	Venezuela	Europe: Austria	Belgium	Denmark	France	Germany	Italy	Netherlands	Spain	Sweden	Switzerland	UK	Ivory Coast	Gabon	Lebanon	Saudi Arabia	Guadeloupe	Martinique	Reunion	Asia, Pacific: Australia	Hong Kong	Indonesia	Japan	Malaysia
Apricot Computer	•													•	•						•												
Berlitz												•		•	•						•												
Browning												•		•		•					•												
Citroen														•	•	•	•	•		•	•												
Colgate-Palmolive																						•	•			•							
Jacobs Suchard												•		•	•			•		•													
Labo Valda												•				•		•															
Philip Morris												•		•	•	•	•			•					•								
Redoute												•		•								•		•									
Richardson-Vicks																						•	•			•	•	•					

Source: Roux, Seguela, Cayzac & Goudard

Roux, Seguela, Cayzac & Goudard

Roux, Seguela, Cayzac & Goudard, Paris, had gross income of $13.6 million from sources outside France in 1984—36.3% of total gross income of $37.5 million.

(Continued on Page 58)

Saatchi & Saatchi Compton Worldwide

Clients:	Americas: United States	Canada*	Brazil*	Chile*	Colombia*	Mexico	Peru*	Puerto Rico	Venezuela	West Indies	Europe: Austria	Belgium*	Denmark	Finland*	France	Germany	Greece	Ireland	Italy	Netherlands	Norway*	Spain	Switzerland*	UK	South Africa*	Middle East*	Asia, Pacific: Australia	Hong Kong	India*	Japan*	Malaysia	Philippines	Singapore	Thailand*
Allied Lyons	•		•							•	•									•				•					•		•			
American Motors	•				•										•				•				•											
American Home Products	•									•		•																•						
Avis			•												•																			
British Airways	•	•	•		•	•	•		•	•	•	•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		•	•	•	•
BSN Gervais Danone	•					•					•				•	•			•					•										
Campbell Soup											•			•										•										
Chesebrough-Pond's	•	•								•				•	•																			
Cadbury Schweppes									•	•										•				•										
Citicorp	•											•								•				•							•			
Cunard	•	•																						•										

Saatchi & Saatchi Compton Worldwide

Saatchi & Saatchi Compton Worldwide, New York, had 1984 gross income from sources outside the U.S. of $1.1 billion—51.2% of total gross income of $2.2 billion.

S&S owns majority or maximum-allowable stock in 31 agencies, minority interest in 11 agencies and is affiliated with 12 agencies in which it holds no equity.

In 1979, non-U.S. gross income was $1.1 billion—50% of total gross income of $2.2 billion. By 1983, non-U.S. gross income was $1.3 billion—50% of total gross income of $2.6 billion.

In 1984, S&S won business billing more than $3 million in new assignments from Allied Lyons, American Motors, American Home Products, Avis, British Airways, BSN Gervais Danone, Campbell Soup, Chesebrough-Pond's, Cadbury Schweppes, Citicorp and Cunard.

Top international execs: Malcolm Gluck, chairman; Jeremy Sinclair, vice-chairman, worldwide creative director; Bill Muirhead, president, worldwide operations; Jeremy Bullmore, chairman, London, and Ed Wax, president, New York.

Saatchi & Saatchi Compton Worldwide

Clients:	Americas										Europe															Africa		Asia, Pacific							
	United States	Canada*	Brazil*	Chile*	Colombia*	Mexico	Peru*	Puerto Rico	Venezuela	West Indies	Austria	Belgium*	Denmark	Finland*	France	Germany	Greece	Ireland	Italy	Netherlands	Norway*	Spain	Switzerland*	UK	South Africa*	Middle East*	Australia	Hong Kong	India*	Japan*	Malaysia	Philippines	Singapore	Thailand*
Dupont	•														•	•								•										
Eastman Kodak	•																	•								•								
Gallaher		•								•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		•	•	•						
Gillette															•	•	•			•		•	•	•		•								
IBM	•									•					•					•		•	•	•										
Jacobs Interfood			•											•	•	•	•					•	•											
Johnson & Johnson	•				•	•		•							•	•	•					•									•			
Massey-Ferguson											•			•	•			•	•					•										
Nabisco		•						•		•										•	•					•								
National Panasonic										•		•																						
Nestle		•					•				•	•		•	•	•		•						•		•					•		•	
Nissan							•																	•		•						•		
Procter & Gamble	•		•				•	•		•	•	•		•	•	•	•	•	•	•		•	•	•		•		•			•	•	•	•
PepsiCo								•	•	•																								
N.V. Philips	•	•			•						•			•					•	•	•						•							
Playtex	•							•				•				•			•		•		•				•							
Pirelli	•											•													•					•				
Revlon	•									•				•								•			•	•		•			•	•	•	
Richardson-Vicks								•		•					•												•							
Rowntree Mackintosh		•								•								•	•					•		•								
Reckitt & Colman									•																	•	•							
Thorn EMI	•																	•																
Trust House Forte	•										•	•	•	•	•	•	•	•	•	•	•	•	•	•										
United Biscuits			•															•													•			
Wander Foods											•	•				•			•	•		•	•					•						
Wrangler												•	•		•	•			•	•														
Xerox	•			•			•			•																								

* Non-equity affiliation. Source: Saatchi & Saatchi Compton Worldwide

Scali, McCabe, Sloves

Clients:	Americas										Europe																Africa		Asia, Pacific							
	United States	Canada	Argentina	Brazil	Chile	Colombia	Mexico	Peru	Puerto Rico	Venezuela	Austria	Belgium	Denmark	Finland	France	Germany	Greece	Italy	Netherlands	Norway	Portugal	Spain	Sweden	Switzerland	UK	South Africa	Middle East	Australia	Hong Kong	Indonesia	Japan	Malaysia	New Zealand	Singapore	Thailand
Hertz	•	•																										•							
Volvo	•	•																							•									

Source: Scali, McCabe, Sloves.

SSC&B:Lintas

Clients:	Americas									Europe																	Africa		Asia, Pacific							
	United States	Canada	Argentina	Brazil	Chile	Mexico	Puerto Rico	Venezuela	Austria	Belgium	Denmark	Finland	France	Germany	Greece	Italy	Netherlands	Norway	Portugal	Spain	Sweden	Switzerland	UK	South Africa	Zimbabwe	Australia	Hong Kong	India	Indonesia	Japan	Malaysia	New Zealand	Philippines	Singapore	Thailand
Bahlsen									•				•	•									•												
Bausch & Lomb											•				•	•	•			•															
Canon																							•				•	•			•			•	
Carnation	•					•	•			•				•									•				•				•		•	•	•
Chefaro				•					•	•		•	•		•	•	•	•	•		•	•				•									
Citicorp	•					•			•						•	•	•			•			•	•			•	•	•		•	•		•	•
Citizen watches																				•			•				•	•							
Coca-Cola	•	•			•	•												•								•					•			•
Datapoint		•		•						•			•	•		•	•		•	•	•	•				•					•			
Dr. Scholl's										•							•	•	•																
ICI																											•		•		•			•	•
Japan Air Lines										•				•	•		•	•					•												
Johnson & Johnson	•			•					•						•	•			•	•		•	•	•	•			•			•		•		•
Molnlycke										•	•	•					•	•			•														
Noxell	•	•					•							•				•								•									
N.V. Philips			•	•		•		•	•		•	•	•	•					•			•			•		•				•		•		
Reckitt & Colman/Airwick		•		•																•				•				•							
Remy Martin														•							•		•							•			•		•
Rowntree-Mackintosh									•	•	•	•	•	•	•	•	•	•	•	•	•	•		•			•							•	•
SEB/Tefal										•	•		•			•	•																		
Unilever	•	•	•	•	•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•

Source: SSC&B:Lintas

(Continued from Page 56)

RSC&G owns majority or maximum-allowable stock in 16 agencies. In 1984, agencies added to the network included RSCG Butter, Rang, Duesseldorf; Cash RSCG, Zurich; RSCG Orientation, Jeddah, and RSCG Publicara, Martinique.

RSC&G did not begin to form an international network until the 1980s. In 1978 the agency had gross income of $12.1 million. By 1983, non-French business had reached gross income of $12.5 million—35.1% of total gross income of $35.6 million.

International accounts billing more than $3 million won in 1984 included Apricot Computer and Philip Morris.

Top international execs include: Jean Michel Goudard, president, RSC&G International, and Philippe Leguay, international director.#

Saatchi & Saatchi Compton Worldwide

Saatchi & Saatchi Compton Worldwide, London, had a 1984 non-U.K. gross income of $255.5 million—75.7% of total gross income of $337.5 million.

In 1983, the agency had non-U.K. gross income of $187.4 million—73.9% of total gross income of $253.4 million.

The Saatchi network consists of 80 agencies in 46 countries. New agencies added to the network in 1984 included Cochrane Chase, Livingston in Newport Beach, Cal. (advertising); Yankelovich, Skelly and White, New York (market research); McBer & Co., Boston (market research); Kleid Co., New York (direct marketing); Rowland Co., New York (public relations); Hay Group, Philadelphia (management consultancy); Siegal & Gale, New York (design and corporate identity), and Howard Marlboro, New York (sales promotion).

International billings over $3 million won in 1984 included Procter & Gamble (12 countries), International Playtex (U.S., Australia, Puerto Rico, Belgium), Citicorp, Gillette Co., Nestle Foods (Austria, Belgium, France, Finland, Ireland, Peru, U.K.), Johnson & Johnson (Colombia, Greece, Mexico, Puerto Rico, Spain), Trust House Forte, American Home Products and Reckitt & Colman. Accounts lost include Pfizer (Argentina, Netherlands) and Black & Decker.

Top international executives: O. Milton Gossett, chairman-ceo; Robert Jordan, chairman, New York; Ed Wax, ceo-president, New York; James Adler, director-international; Alban Lloyd, chairman-Europe, and Roderick More, chairman-Far East.#

Scali, McCabe, Sloves

Scali, McCabe, Sloves, New York, part of the Ogilvy Group, in 1984 had non-U.S. gross income of $14 million, 31.4% of total gross income of $44.6 million.

Scali owns majority or maximum-allowable interest in six agencies and minority interest in one.

In 1974, non-U.S. gross income was estimated at $259,500—7.6% of total gross income of $3.4 million. By 1979, non-U.S. gross income was $2.9 million—16.2% of total gross income of $17.7 million.

The agency in 1984 won no multinational accounts billing more than $3 million. It lost Sperry (Australia, Mexico, U.K., U.S.).

The network's top international executive is Marvin Sloves, chairman-ceo.#

SSC&B:Lintas

SSC&B:Lintas, New York, had 1984 non-U.S. gross income of $120.7 million—66% of total gross income of $182.9 million.

(Continued on Page 59)

TBWA Advertising

Clients:	Americas: United States	Canada*	Argentina	Brazil	Chile	Colombia	Mexico	Peru	Puerto Rico	Venezuela	Europe: Austria*	Belgium	Denmark*	Finland	France	Germany	Greece	Italy	Netherlands	Norway*	Portugal	Spain	Sweden*	Switzerland	UK	South Africa*	Middle East	Asia, Pacific: Australia	Hong Kong	Indonesia	Japan	Malaysia	New Zealand	Singapore	Thailand
American Airlines															●	●																			
Barilla												●			●	●								●	●										
BSN Gervais Danone	●											●			●	●								●	●										
Bull Computers											●				●	●			●																
CPC Intl.																●		●	●																
Dunlop											●					●									●										
Evian	●																							●	●										
French Govt. Ag. Board	●														●	●																			
Grand Marnier	●															●			●																
Grand Met-IDV	●																		●						●										
Henkel											●	●			●	●		●	●			●													
Johnson & Johnson																		●						●	●										
Lego													●		●										●										
L'Oreal																		●				●		●											
Monsanto	●														●	●									●										
Philip Morris												●			●	●			●																
Ralston Purina	●														●	●		●				●													
Samsonite	●										●	c	●		●	●		●	●	●		●	●	●	●	●									
Volvo Corporate	●	●		●											●	●		●	●			●	●	●	●	●		●			●				

* Non-equity affiliation. Source: TBWA Advertising.

J. Walter Thompson

Clients:	Americas: United States	Canada	Argentina	Brazil	Chile	Mexico	Peru	Puerto Rico	Uruguay	Venezuela	Europe: Austria	Belgium	Denmark	France	Germany	Greece	Italy	Netherlands	Norway	Portugal	Spain	Sweden	Switzerland	UK	South Africa	Asia, Pacific: Australia	Hong Kong	India*	Indonesia	Japan	Malaysia	New Zealand	Philippines	Singapore
American Home Products															●								●	●											
Abbott	●	●								●					●	●								●											
Allied Breweries	●																				●			●						●				●
Bacardi						●						●	●		●	●		●			●			●						●				
Beatrice Foods	●		●					●																		●								
Beecham					●																●			●	●			●					●		
Benetton	●	●									●	●	●		●		●	●					●	●										
Burger King	●	●								●				●	●					●	●		●	●			●	●			●				●
Campari												●			●				●															
CBS Electronics											●	●				●		●				●	●											
Champion	●	●	●			●	●	●	●	●				●								●	●			●				●		●	●	●
Chesebrough Pond's					●		●			●																		●						
Coats Paton			●		●		●			●																●				●				
Commodore											●	●	●		●			●				●	●									●		
CPC International											●									●	●												●	
DeBeers		●		●		●					●	●		●	●		●	●	●	●	●	●	●	●	●	●			●					
Dunlop	●						●																	●				●						
Eaton	●		●	●		●						●		●		●	●					●	●	●										
Eli Lilly	●	●	●		●													●				●		●										
Ford	●	●	●	●	●	●		●	●	●	●	●	●	●	●	●	●	●			●	●	●							●				
Garrett (Signal)	●		●						●						●	●																		
Gerber	●					●		●									●													●				
Glaxo Holdings															●													●		●			●	
Goodyear	●	●			●																													
Hoechst															●		●							●										
Hyatt	●					●																						●		●	●	●	●		●
IBM		●			●																							●		●	●	●		●	●
ICL											●		●	●										●		●	●	●							
International Spike												●	●		●			●						●						●					
Intl. Wool Secretariat																												●			●	●			
Jacobs		●									●	●		●	●		●							●											
Johnson & Johnson					●	●				●																		●							
S.C. Johnson	●		●	●	●	●		●	●	●	●				●		●	●													●		●	●
Kellogg	●	●	●	●		●				●	●	●		●	●	●	●	●		●	●		●	●		●	●			●	●	●			
Kodak	●		●	●	●	●	●	●	●	●		●				●	●	●			●	●				●	●		●	●	●		●		
Kraft	●	●		●	●	●		●		●		●	●	●		●	●				●	●	●	●		●	●	●			●	●	●		
Lufthansa																												●		●		●		●	●
Malaysian Airline															●	●		●	●					●	●			●	●		●		●	●		
McDonnell Douglas	●	●	●	●	●	●			●	●	●	●		●	●	●	●	●			●	●	●	●			●	●		●	●	●			●

(Continued from Page 58)

SSC&B holds majority or maximum-allowable interest in 59 agencies, minority interest in four and is affiliated with 15 agencies in which it holds no equity.

In 1974, non-U.S. gross income was $59.4 million—70% of estimated total gross income. By 1979, non-U.S. gross income had grown to $119.8 million—78.2% of total gross income of $153.2 million.

SSC&B:Lintas, part of the Interpublic Group of Cos., won major international business in 1984 from Coca-Cola Co. ($23 million), Unilever ($17.8 million), Remy Martin ($10.3 million) and Johnson & Johnson ($7.2 million).

Top international executives include: Ken Robbins, ceo-international division; David Croisdale-Appleby, London, operations director and regional director-Scandinavia and Southern Africa; Philippe Charmet, Paris, chairman-European coordination group and regional director for France, Italy, Spain, Portugal and Greece.#

TBWA Advertising

TBWA Advertising, New York, in 1984 had non-U.S. gross income of $29.6 million, 73.1% of total gross income of $40.5 million.

The network consists of 12 agencies in nine countries, and TBWA owns majority or maximum-allowable stock in all 12 shops. The agency also is affiliated with seven agencies in which it holds no equity.

In 1974, the network had gross income of $5.7 million—all non-U.S. By 1979, non-U.S. gross income was $20.1 million—89.9% of total gross income of $22.4 million.

In 1984, TBWA added major international business with American Airlines ($3 million in billings), Bull Computers ($15 million), Henkel AG (Austria, Germany, Netherlands, Spain—$10 million), Monsanto Co. ($5 million), Ralston Purina Co. ($4 million) and Volvo corporate ($10 million).

The network lost accounts with Cartier, Certina Watches, Mohawk Data Science and Singapore Airlines.

Top international executives: William Tragos, chairman-ceo; Claude Bonnange, co-founder, marketing research; Uli Wiesendanger, co-founder, creative; Paolo Ajroldi, co-founder, account management; Richard Costello, president, U.S.; Martin Denny, chairman, U.K., and managing directors Mike Camesasca (Germany, Switzerland), Alberto Levi (Italy), Jean-Francois Minne (France) and Roland van Kralingen (Netherlands).#

J. Walter Thompson Co.

J. Walter Thompson Co., New York, in 1984 had non-U.S. gross income of $187.6 million, 46.2% of total gross income of $405.8 million. Non-U.S. billings were $1.25 billion, 46.1% of total billings of $2.7 billion.

JWT consists of 135 advertising agencies in 40 countries, along with 21 branch offices and 42 related company offices for a total of 198 offices in 41 countries. JWT holds majority stock in 75 of the agencies.

In 1974, non-U.S. gross income was $69.9 million—53% of total gross income of $130.1 million. Non-U.S. billings were $466 million compared with total billings of $867.5 million. In 1979, non-U.S. gross income had grown to $135.7, or 53.4% of total gross income of $253.9 million. Non-U.S. billings were $905 million compared with total billings of $1.7 billion.

Major international business won in 1984 included Benetton (Austria, Belgium, Netherlands, Spain, Switzerland, U.K.), IBM (Hong Kong, Indonesia, Japan, Philippines, Thailand), Warner-Lambert Co. (Belgium, France, Netherlands, Portugal), Com-

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J. Walter Thompson

Clients:	United States	Canada	Argentina	Brazil	Chile	Mexico	Peru	Puerto Rico	Uruguay	Venezuela	Austria	Belgium	Denmark	France	Germany	Greece	Italy	Netherlands	Norway	Portugal	Spain	Sweden	Switzerland	UK	South Africa	Australia	Hong Kong	India*	Indonesia	Japan	Malaysia	New Zealand	Philippines	Singapore
	Americas										Europe															Asia, Pacific								
Monroe (Tenneco)	●													●	●																			
Nabisco Brands	●	●	●	●		●	●		●	●															●							●		
Nestle	●			●	●	●	●	●				●		●	●			●		●	●			●		●	●	●			●			●
Northern Telecom	●	●																						●										●
Oscar Mayer (GF)	●	●						●		●											●								●					
PepsiCo	●	●	●	●	●	●				●		●			●	●				●	●			●					●					
Philips				●	●		●					●			●	●		●			●				●	●			●			●		
R.J. Reynolds		●		●		●	●	●				●			●	●					●		●		●		●		●	●				
Reader's Digest	●	●	●							●		●			●	●						●			●			●		●	●			
Reckitt & Colman								●				●				●									●	●							●	
Remy Martin		●				●								●											●	●								
Richardson-Vicks							●				●			●	●	●						●											●	
Rolex	●	●	●	●	●	●			●	●	●	●		●	●		●	●	●	●	●	●	●	●		●	●			●		●	●	
Rowntree-Mackintosh	●														●									●		●			●		●	●		
Scott Paper	●	●	●	●											●									●		●			●					
Unilever	●	●	●	●	●	●	●		●	●	●	●		●	●	●	●	●		●		●	●	●	●	●			●		●		●	
Warner-Lambert	●	●	●	●	●	●	●	●	●	●		●		●		●	●	●		●	●		●	●	●		●			●	●			

* Non-equity affiliation. Source: J. Walter Thompson

Young & Rubicam

Clients:	United States	Canada	Argentina	Brazil	Chile	Colombia	Dom. Rep.	Mexico	Puerto Rico	Venezuela	Austria	Belgium	Denmark	Finland	France	Germany	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK	South Africa	Zambia	Zimbabwe	Australia	Hong Kong	Indonesia	Japan	Malaysia	New Zealand	Singapore	Thailand
	Americas										Europe																Asia, Pacific								
American Home Products:																																		
Whitehall Labs	●	●							●							●						●	●											
American Home Foods	●	●							●																									
Boyle-Midway				●					●														●											
BMW			●								●					●																		
Robert Bosch				●								●	●		●	●	●		●	●	●													
BSN Gervais Danone				●				●				●			●	●	●						●											
Colgate-Palmolive	●	●				●		●	●	●	●	●	●		●	●	●	●			●	●	●				●							
Diners Club											●		●										●											
Dupont	●			●								●				●	●										●							
Eastman Kodak	●		●		●		●		●		●	●	●			●	●		●	●			●											
Flying Tiger			●	●																														
Fromageries Bel		●										●				●					●													
General Foods	●	●						●	●				●			●	●				●	●	●											
H.J. Heinz												●						●					●				●							
Hong Kong Tourist																●							●				●							
Houbigant		●														●	●						●											
Kentucky Fried Chicken	●	●						●	●														●				●					●		●
Kronenbourg beer												●				●		●			●	●	●				●							
Jamaica Tourist Board	●	●																					●											
Johnson & Johnson	●	●	●	●	●		●		●			●			●		●	●		●														
Merrill Lynch	●	●									●																							
Monsanto														●				●		●							●							
PepsiCo (Frito-Lay)	●	●		●				●	●																									
Rank Xerox												●	●		●		●	●	●	●	●		●											
Richardson-Vicks	●					●					●	●				●		●					●											
Royal Canadian Mint		●										●				●																		
Singer											●	●							●															
Suchard			●	●							●				●	●				●		●												
Time Inc.	●	●													●		●						●											
Union Carbide					●				●		●	●			●		●		●	●	●	●												
United Brands											●	●	●			●		●	●		●	●												

Source: Advertising Age

Global

(Continued from Page 39)

One reason is to increase business from existing multinational clients.

Other agencies adopted new or improved corporate strategies, and publicized them heavily, to counteract the publicity garnered by Saatchi & Saatchi for its world-brand positioning last year.

The Ogilvy Group even changed its corporate structure, partly to separate "second" agencies such as Meridian and Scali, McCabe, Sloves from the main business of the agency group, O&M Worldwide. It also adopted a new slogan—"Ogilvy orchestration"—to emphasize the advertising-related disciplines it offers globally.

Observers are warning that if clients and agencies push centralization too much they may destroy their organizations in the process.

"When global competition is driven by scale economies, at a certain point everyone gets equalized," said Christopher Bartlett, an associate professor at the Harvard Business School. Then "the competitive advantage will go to companies that are sensitive to individual market developments."

Mr. Bartlett, who is preparing a "Harvard Business Review" answer to the global-marketing theories of Harvard Business School professor Theodore Levitt, told a global-marketing conference in London last week that the centralization trend is resulting in "global glaucoma," or "viewing trends in an undimensional way."

The premier global marketers, Japanese companies, are already learning the value of local marketing after setting up local manufacturing facilities in each market, Mr. Bartlett said.

Also, he told the group that even global companies must spot global trends that may start in countries other than the U.S.#

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modore International (Belgium, New Zealand, Sweden), Kraft (Chile, Greece, New Zealand), PepsiCo (Greece, Hong Kong, Portugal) and N.V. Philips (Australia, Japan, Netherlands).

Business lost included Computer-Land (U.S, Spain, U.K., Australia), Champion Spark Plug Co. (Austria, Belgium, Denmark, Germany, Italy, Netherlands), Timex (Germany, Portugal), Dunlop Tire & Rubber Co. (Australia, Malaysia, Singapore), Hoechst (Greece, Malaysia, Peru, Philippines), International Spike (Canada, South Africa, Spain, U.K.), Nabisco Brands (India, Netherlands, Philippines, Puerto Rico, Spain, U.K.) and Goodyear Tire & Rubber Co. (Hong Kong, New Zealand, Venezuela).

Top international executives: Don Johnston, chairman-ceo; Walter O'Brien, vice chairman-multinational client services director; John Cronin, exec vp-president/Europe; Ronald Kovas, exec vp-president/Canada; W. Lee Preschel, exec vp-president/Latin America, and Donald Thompson, exec vp-president/Asia and Pacific.#

Young & Rubicam

Young & Rubicam, New York, in 1984 had non-U.S. gross income of $157 million, 32.7% of total gross income of $480.1 million. Non-U.S. billings were estimated at $1 billion, 31.3% of estimated total billings of $3.2 billion. The network consists of 32 agencies in 26 countries.

(The above financial figures include 50% of DYR, a joint venture with Tokyo-based Dentsu, and 49% of HCM, a new agency created by the merger of Y&R's Marsteller Inc. and Paris-based Eurocom's Havas Conseil. DYR and HCM are listed separately in this report.)

Y&R's international business has dipped in recent years as a percentage of total activity, due largely to increased U.S. advertising and acquisition of U.S. shops.

In 1974, non-U.S. gross income was estimated at $42.2 million, 37.5% of estimated total gross income of $112.5 million. Non-U.S. billings were $281.6 million compared with total billings of $750.5 million. By 1979, non-U.S. gross income had grown to an estimated $97.9 million on non-U.S. billings of $763.6 million. That was 39.5% of an estimated total gross income of $247.6 million on billings of $1.92 billion.

Major international business won in 1984 included Suchard (Austria, Brazil, Spain, Switzerland), Rank Xerox (Denmark, Norway, Spain), Robert Bosch (Denmark, Norway, Sweden), BSN Gervais Danone (Brazil, Switzerland), Caffee Hag (Netherlands) and Union Carbide (Belgium).

Top international executives: Edward Ney, chairman-ceo; Alexander Kroll, president-chief operating officer; Peter Georgescu, president, Y&R International; Joseph DeDeo, president, Y&R Europe; Nelson DeMello, area director-Latin America; James McCoubrey, exec vp-area director, Canada/Australia/Africa; Alan Sheldon, exec vp-director of finance and administration, and Niels Menko, vp-director international headquarters (appointed in 1984).#

This World Brand/International Agency/Client Report was put together by Dennis Chase, international editor; Ilse Cermak, international copy editor; Ellen Mardock, graphic designer; Steve Glynn, free-lance writer/researcher; Val Mackie, international reporter, and the Advertising Age International network.

Globe photograph by Mary Hershey. Globe courtesy of Neiman-Marcus, Chicago.

Cannes

(Continued from Page 3)

was attending a small reception, meeting the other judges and being handed a terse program detailing my duties for the next six days.

From my first glance at that blunt schedule, I knew I was there to work. So much for fun in the sun.

I should pause here to reiterate my often-stated appreciation and applause for Simon Dalgleish, who, as executive director of the festival, choreographs the entire procedure. Together with his staff, he has reduced the monumental task of judging, and its culmination in a gala, to a well timed, well coordinated, well oiled tribute to common sense.

The judging began for us early June 14. During the first two days, the judges view all the entries—there were 2,000 or so last year—and with a simple "yes" or "no," whittle them down to a short list of roughly 500. As he or she views the films in each category, each judge refers to the "Catalogue des Films," a complete description of every entry in a volume the size of the Manhattan Yellow Pages. In the catalog, eventual Gold Lion winners look pretty much like any other entry.

During the following two days, the survivors to the short list are viewed again. This time they are given a numerical score by each judge. Finally, on the fifth and sixth days of their deliberations, the judges debate and discuss the relative merits of those films that have accumulated the highest scores, then vote on which of them shall receive the festival's trophies —those coveted lions wrought in gold, silver and bronze.

At last, the judging is over and the Screen Advertising World Assn. staff can begin the preparation for the short-list screenings, which begin two days later. Those screenings are attended by all the delegates to the festival, a body of some several thousand people.

The raucous reception the audience gives the judges' selection is an omen of the truly riotous reception they will give to the lion winners when they are announced at the gala screening Saturday night, the final night of the festival.

The reason I have gone to such lengths to describe the judging procedure is that it testifies to the seriousness with which the world's advertising professionals view their cumulative work and separate the gold from the dross.

And even as they are doing so, they let their peers in on the process—braving the catcalls of the delegates and ultimately the "yeas" and "nays" of the general public as well. What I like is the passion displayed by all parties concerned.

The judges care about excellent advertising. Their peers in the profession care about excellence, too. And the caring is expressed with an emotional fervor that renews one's conviction that the search for excellence, however much of a struggle, is well worth the trouble and the pain.

And in my opinion, unless we all —clients and agencies alike—exhibit such a passion for our business, excellence will forever elude us.

As I said earlier, all this impressed me—to such a degree that I felt it was important to expose more of our creative leaders at Needham to a first-hand experience of what goes on at Cannes. They will be reminded that advertising really does cut across international fences. They can then teach this gospel to the young people coming along.

If it is true, as I believe it is, that we must prepare for a global future by finding new languages of communication and by becoming more conversant with the nonverbal languages that already exist, I would nominate Cannes as a better place than any I can think of to "go to school" on the subject.

This year, of course, I am not a judge. So it will be my turn on Thursday and Friday and Saturday morning to boo and hiss and throw things to express displeasure and to cast mediocrity into outer darkness. At the same time, I can also stand up on my seat and yell my approval of the best advertising being done in the world.

It's going to be a more comfortable scene for me this year, but nonetheless stimulating. With a little luck, I may even be able to scuff a little sand.#

Mr. Reinhard is chairman-ceo of Needham Harper Worldwide, New York.

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